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VOL. LXXIX., No. 8.

NEW YORK, Feb. 25, 1911

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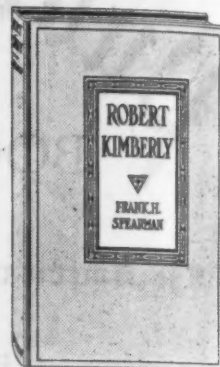
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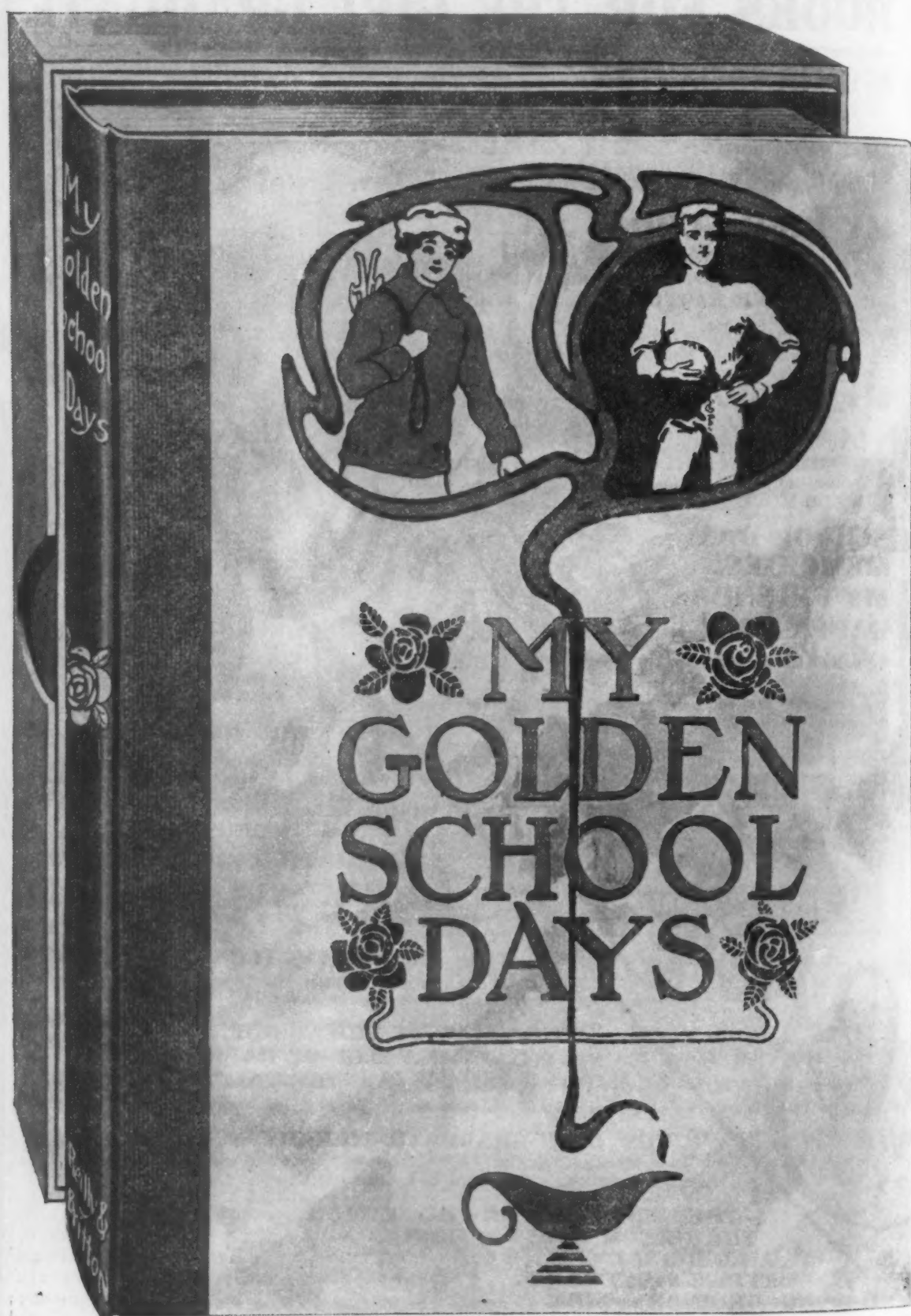
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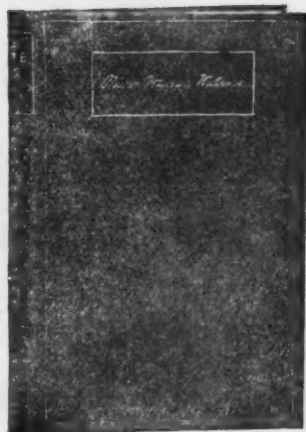
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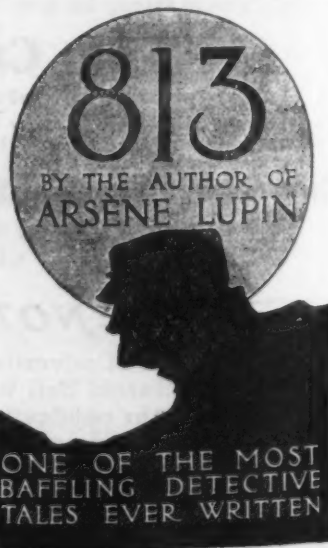
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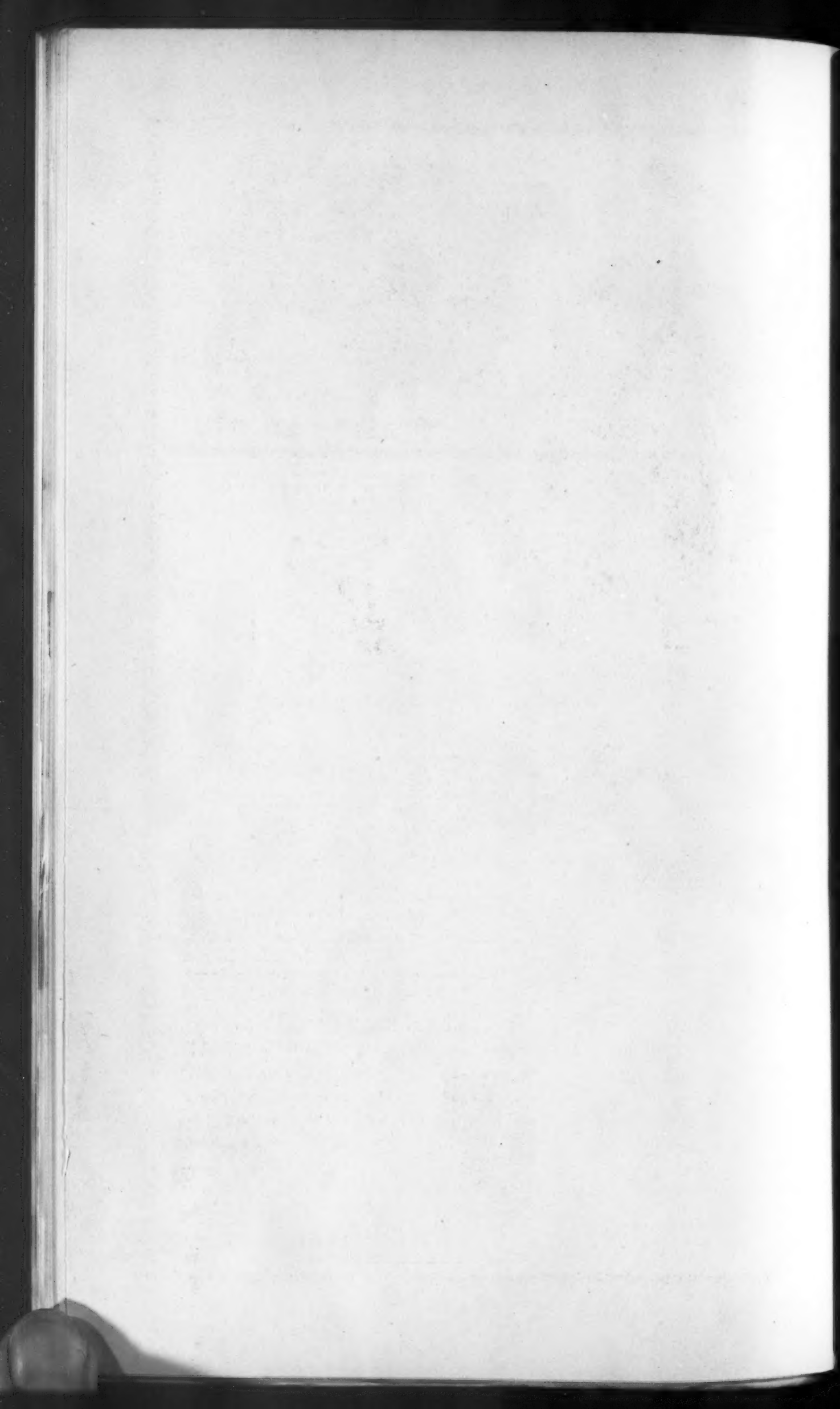
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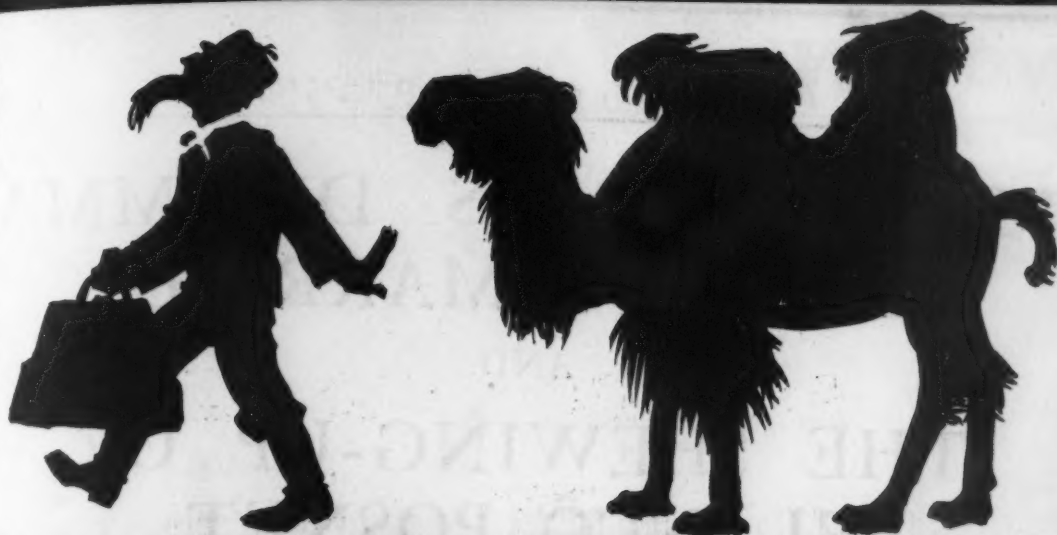
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Estes (Dana) & Co.....970, 971		Spencer (W. T.)..... 1068
Electrical Testing Laboratories..... 1082		Spon & Chamberlain..... 1083
Fly (H. K.) Co..... 997		Tapley (J. F.) Company..... 1082
Funk & Wagnalls Co..... 1079		Warne (Frederick) & Co..... 1000
Grosset & Dunlap..... 1078		Watt (W. J.) & Co..... 995
Harris (Orsamus Turner)..... 1084		Windsor Pub. Co..... 994
Help Wanted..... 1068		Winston (J. C.) & Co.....978, 979
Holman (A. J.) & Co..... 1069		Wycil & Co..... 1068
Holt (Henry) & Co..... 1001		

Weekly Record of New Publications

The entry is transcribed from title page when the book is sent by publisher for record. Books received, unless of minor importance, are given descriptive annotation. Prices are added except when not supplied by publisher or obtainable only on specific request. The abbreviations are usually self-explanatory. c. after the date indicates that the book is copyrighted; if the copyright date differs from the imprint date, the year of copyright is added.

A colon after initial designates the most usual given name, as: A: Augustus; B: Benjamin; C: Charles; D: David; E: Edward; F: Frederick; G: George; H: Henry; I: Isaac; J: John; L: Louis; N: Nicholas; P: Peter; R: Richard; S: Samuel; T: Thomas; W: William.

Sizes are designated as follows: F. (folio: over 30 centimeters high); Q. (4to: under 30 cm.); O. (8vo: 25 cm.); D. (12mo: 20 cm.); S. (16mo: 17½ cm.); T. (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Fe. (48mo: 10 cm.). Sq., obli., nar., designate square, oblong, narrow. For books not received sizes are given in Roman numerals, 4°, 8°, etc.

American Academy of Political and Social Science. The need for currency reform. Phil. Am. Acad. Pol. Sci., '11. (F25) 32 p. Q. (Supplement to the annals.) pap., 50 c.

Audoux, Marguerite.

Marie-Claire; roman; préface d'Octave Mirbeau. [N. Y., Brentano's,] '10, ['11.] (F25) 10+261 p. D. pap., 75 c.

Marie-Claire; tr. by J: N. Raphael; with an introd. by Arnold Bennett. N. Y., Doran, ['11.] (F25) c. 13+210 p. D. \$1.20 n.

This is an autobiography of the author who calls herself in her book, Marie-Claire. A little French girl is left orphaned and is brought up in a convent. Later she is sent to work as a shepherdess and as a housemaid for some nearby farm people. This life, with its love story, and her return to the convent and its duties there, and at last her departure for Paris, depends for its charm largely upon the exquisite descriptive passages but more upon the pure and poetical nature of the child herself, who transforms for the reader the most commonplace occurrences into a pastoral of great delicacy. The author is a Parisian seamstress, who said when she heard of the success of her book, "I am glad, for I am hungry."

Ayers, Nathaniel Monroe.

Building a new empire; a historical story of the settlement of the wild west; [Furnas Co., Neb.] N. Y., Broadway, ['11.] (F25) c. '10. 221 p. por. pls. 12°, \$1.50.

Bogg J. Stuart.

An illustrated life of Swedenborg. N. Y., Warne, '11. (F25) 32 p. 8°, pap., 5 c. n.

Boole, Mary Everest.

The forging of passion into power. N. Y., Kennerley, '11. (F25) 146 p. 8°, \$1.50 n.

Bowditch, C: Pickering.

The connection of Francis Bacon with the first folio of Shakespeare's plays and with the books on cipher of his time. [Bost., W. A. Butterfield, 59 Bromfield St.,] '10, ['11.] (F25) c. 47 p. il. pls. pors. facsim., 4°, \$1 n.

Busoni, Ferruccio Benvenuto.

Sketch of a new esthetic of music; tr. from the German by Thdr. Baker. N. Y., G. Schirmer, '11. (F25) c. '07-'11. 45 p. D. 75 c. n.

A brief article on the aims of music, showing that music cannot be bound down to one form or standard, and has changed from time to time.

Camp, S. Granger.

The fine art of fishing. N. Y., Outing Pub., '11. (F25) c. 9+177 p. pls. D. \$1.

The volume is intended to supplement with notes on our common game fish and the practical use of the fly- and bait-casting rod in casting and in fishing, the description of fly- and bait-casting tackle contained in the author's previous book, "Fishing kits and equipment."

Chase, J. Smeaton.

Cone-bearing trees of the California mountains; fully il. from photographs and drawings. Chic., McClurg, '11. (F25) c. 9+99 p. pls. D. 75 c. n.

A concise guide to the conebearing trees of Cali-

fornia, with illustrations of each kind described, and the locality noted in which it is found.

Chittenden, Hiram Martin.

War or peace; a present duty and a future hope. Chic., McClurg, '11. (F25) c. 273 p. O. \$1 n.

The author is a graduate of West Point, who served as chief engineer of the Fourth Army Corps during the Spanish-American war, and who is already known for his history of the West. General Chittenden presents the unusual spectacle of a soldier who, after marshaling the arguments for and against war, and sizing up the world situation of the day, sums up in favor of the discontinuance of wars as a means of national adjustment. While not advocating the complete disarmament of this or any other nation, General Chittenden makes concrete suggestions for the furtherance of universal peace.

Chronicles of the Pilgrim fathers; with an introd. by J: Masefield. N. Y., Dutton, ['11.] (F25) 16+364 p. 16°, (Everyman's lib.; ed. by Ernest Rhys.) 35 c. n.; leath., 70 c. n.

Claussen, Ida von.

"Forget it." N. Y., Broadway, ['11.] (F25) c. '10. 277 p. pls. pors. 12°, \$1.50.

Coburn, Alvin Langdon.

New York; foreword by H. G. Wells. N. Y., Brentano's, '11. (F25) 20 p. il. hf. cl., \$6 n.

Comenius, Johann Amos.

The great didactic; tr. into English and ed., with biographical, historical and critical introd., by M. W. Keatinge. 2d ed. N. Y., Macmillan, '11. (F25) 7+319 p. front. 8°, \$2.75 n.

Cook, G: Cram.

The chasm; a novel. N. Y., Stokes, ['11.] (F25) c. 379 p. D. \$1.25 n.

The chasm is the social gulf which separates Marion Moulton, an American heiress, and Walt Bradfield, her Socialist lover, a gardener on her father's place. On Marion's side of the chasm is a talented Russian nobleman, whom she marries. The story begins in a small Illinois town and ends in Russia amid conspiracies and counter-conspiracies of the revolutionists and their enemies, with nightmare descriptions of the treatment accorded to political prisoners. Marion and Walt finally find happiness together.

Curtis, Marion.

The shadow of the scarlet sin; a novel of "real life." N. Y., Broadway, ['11.] (F25) c. 714 p. 12°, \$1.50.

Curtiss, Phebe A.

White gifts for the King. Cleveland, O., F. M. Barton Co., '10, ['11.] (F25) 61 p. D. bds., 35 c. n.

The white gifts for the king are Christmas gifts, which are given to those who are in need instead of to those who have a great deal, an idea whose working out in a girls' college is described.

Ellis, E: Sylvester.

The life of Pontiac, the conspirator, chief of the Ottawas; together with a full account of the celebrated siege of Detroit.

N. Y., Hurst, [11.] (F25) c. 230 p. map, pls. 12°, 50 c.

Footner, Hulbert.

Two on the trail; a story of the far northwest; il. by W. Sherman Potts. Garden City, N. Y., Doubleday, Page, '11. (F25) c. '10-'11. 8+349 p. D. \$1.20, fixed. "Will Mr. Garth Pevensy be good enough to oblige an old lady by calling at the Bristol Hotel this evening? Mrs. Mabyn will be awaiting him in the parlor, and as it concerns a matter of supreme importance to her, she trusts he will not fail her, no matter how late the hour at which he may be able to come." A young man received this message in the town where the railroad ends and Canada's northwestern wild begins. He answered the summons and became involved upon a strange adventure in the primitive wilderness with a charming girl as companion. The action is fast and furious and the reader follows it breathlessly to the satisfactory ending.

Forman, Justus Miles.

The unknown lady; a novel. N. Y., Harper, '11. (F25) c. 350 p. front. D. \$1.50. By the author of "Bianca's daughter," "Jason," etc. This is the story of Henry Trent, an artist, told by his greatest friend, a fellow artist who had known him from boyhood. Their childhood in a New England village is first told and then the scene changes to Paris, where the rest of the drama is enacted. Trent has always, even as a child, had a sort of imaginary companion, a girl he called Gray Eyes, and whom he feels impelled to find. The painting of this imaginary lady's portrait and then the discovery of her in the flesh make the climax of the tale, which is told by the friend in such a way that Trent's weird and romantic quest appears quite possible as unfolded by the healthy, natural young American.

French, Allen.

The siege of Boston. N. Y., Macmillan, '11. (F25) c. 11+450 p. pls. D. (Stories from American history.) \$1.60 n.

The volume is concerned with what is perhaps the most important and determining crisis of all our history. Politically, the cause and the result of the siege of Boston are of enduring consequences to mankind. Socially, the siege serves to bring to view people of all kinds, some weak, some base, some picturesque, some entirely admirable.

Gascoigne, Sir G.

Complete works; ed. by J. W. Cunliffe. In 2 v. v. 2, The glasse of government, The princely pleasures of Kenelworth Castle, and other poems and prose works. N. Y., Putnam, [11.] (F25) 598 p. por. 8°, \$1.50 n.

Gates, W. Edmond.

Commentary upon the Maya-Tzental Perez codex, with a concluding note upon the linguistic problem of the Maya glyphs. Point Loma, Cal., Aryan Theosophical Press, '10, [11.] (F25) c. '10. 64 p. il. facsimils, 8°, \$2.

Gayley, C. Mills, ed.

The classic myths in English literature and in art, based originally on Bulfinch's "Age of fable" (1855); accompanied by an interpretative and illustrative commentary. New ed., rev. and enl. Bost., Ginn, [11.] (F25) c. 41+597 p. il. maps, fold. geneal. tab., D. \$1.60.

Grafton (The) index of the titles of books and magazine articles on history, genealogy and biography printed in the United States on American subjects during the year 1909; comprising the quarterly installments published in the Grafton magazine of history and genealogy, arranged under one alphabet. N. Y., Grafton Press, '11. (F25) c. 72 p. 8°, \$3.60 n.

Hardy, T.

Two on a tower. [Thin paper ed.] N. Y., Harper, '11. (F25) 5+332 p. il. 12°, \$1.25; leath., \$1.25 n.

Hessling, Egon, comp. and ed.

Empire furniture; masterpieces of French cabinet work of the period of Napoleon I.; 60 plates; with introd. and descriptive text in German; illustrating cabinets, beds, secretaires, commodes, writing desks, screens, canopies, consoles, large and small chairs, tables, mirrors, clocks, etc.; together with various details of ornamentation and carving; also some views of whole interiors. N. Y., B. Hessling, '10, [11.] (F25) f°, in portfolio, \$20.

Hibbard, Grace.

California sunshine and other verses; with a front. by Lucia K. Matthews. San Francisco, A. M. Robertson, '11. (F25) c. 49 p. D. 75 c. n.

Hinckley, Fk. C., and Ramsay, W. W.

The slide rule. Bost., F. C. Hinckley, '10, [11.] (F25) c. '10. 104 p. 16°, \$1.75.

Jones, Forrest Rob.

Automobile catechism; for the use of owners and drivers of cars fitted with internal combustion motors. 3d ed. N. Y., Class Journ. Co., [239 W. 39th St.,] '10, [11.] (F25) c. 3+264 p. front. diagrs., 12°, \$2.50.

Kander, Mrs. Simon, and others, comps.

The "Settlement" cook book; for the benefit of the "Settlement." 4th ed. Milwaukee, Wis., Mrs. S. Kander, '10, [11.] (F25) 16+452 p. 12°, \$1.20.

Kind, H. W.

The model practical mensuration; based upon elementary geometric constructions arranged to suit the present gradation of school work. N. Y., Hinds, N. & E., [11.] (F25) c. '10. 89 p. il. diagrs., 12°, 50 c.

Kirkman, Marshall Monroe.

Science of railways; rev. and enl. ed. v. 11, Cars, their construction, handling and supervision, in 2 bks. Chic., C. Phillips Co., '11. (F25) c. 8+435; 279 p. il. forms, diagrs., (partly fold.) 12°, \$7.50.

Kling, Henri.

Transposition; a practical and authoritative guide for all instruments, with special reference to the clarinet, cornet, trumpet, French horn and piano-forte; tr. from the original German ed. and augm. by Gustav Saenger. N. Y., C. Fischer, '10, [11.] (F25) c. 2+44 p. il. 4°, \$3 n.

Kraus, E. H.

Descriptive mineralogy, with especial reference to the occurrences and uses of minerals. Ann Arbor, Mich., G. Wahr, '11. (F25) 8+334 p. il. 4°, \$2.75.

Lehman, Edn. Partridge, and Park, Julian, comps.

A Williams anthology; a collection of the verse and prose of Williams College, 1798-1910. [Buffalo, N. Y., J. Park,] '10, [11.] (F25) c. 14+221 p. 12°, \$1.75.

Lynch, Jeremiah.

A senator of the fifties: David Broderick of California. San Francisco, A. M. Rob-

ertson, '11. (F25) c. 246 p. pls. pors. D. \$1.50 n.

David Broderick was born in Washington, D. C., of artisan parentage, but his family removed to New York while he was very small. His father died when the boy was fourteen, and his mother and brother a few years later, leaving young Broderick absolutely alone in the world. He went to San Francisco in June, 1849, where he soon made himself felt. He was elected senator from the newly admitted state and went to Washington. In 1859 he was killed in a duel with D. S. Terry. The book contains a clear history of the famous vigilantes.

MacCarthy, Desmond, and Russell, Agatha, eds.

Lady John Russell; a memoir; with selections from her diaries and correspondence; with 12 il., of which 6 are in colour. N. Y., J: Lane, '11. (F25) 11+325 p. O. \$3.50 n.

The subject of this memoir was Lord John Russell's second wife. She was born in 1815, the second daughter of the Earl and Countess of Minto, her maiden name being Lady Frances Anna Maria Elliot. Lady Russell did not die until 1898 and during her long life she knew most of the famous people of her day. Her close connection with her husband's career is shown in the many letters and extracts from her diary that are quoted in the book. Dickens, Tennyson, Herbert Spencer, Rogers and Tom Moore were among her personal friends; she was a life-long friend of Queen Victoria. Justin McCarthy contributes a chapter of personal reminiscences.

Marshall, Carl Coran, and Goodyear, S: Horatio.

Inductive commercial arithmetic; a practical treatise on business computation. Cedar Rapids, Ia., Goodyear-Marshall Pub., '10, ['11.] (F25) c. '10. 351 p. il. forms, 8°, 90 c.

Mathews, E: Bennett, and Grasty, J: Sharshall.

The limestones of Maryland; with special reference to their use in the manufacture of lime and cement. Balt., Johns Hopkins Press, '10, ['11.] (F25) 12+227-484 p. il. pl. (fold. map in pocket) diagrs., 4°, pap., \$2.

Men and religion [by] Fayette L. Thompson and others; pub. for the Men and Religion Forward Movement. N. Y., Y. M. C. A., '11. (F25) c. 10+168 p. 12°, 50 c.

Meyer, Martin H.

Modern butter making and dairy arithmetic. Madison, Wis., M. H. Meyer, '10, ['11.] (F25) c. '11. 7+306 p. il. 12°, \$1.50.

Monroe, Paul, and others, eds.

A cyclopedia of education; ed. by Paul Monroe with the assistance of departmental editors and more than 1000 individual contributors. In 5 v. v. 1. N. Y., Macmillan, '11. (F25) c. 13+654 p. il. pls. Q. \$5.

This work, to be complete in five volumes, is the result of the co-operative effort of several hundred specialists and represents the product of long investigation on the part of most of the contributors, and is the immediate outcome of several years of special effort on the part of those directly responsible. The primary object is to furnish a book of reference which will give the essential information on all educational topics. References are given at the ends of the articles. Vol. 1 covers Abacus-Chrysostom.

Moore, E: Alex.

The story of a cannoneer under Stonewall Jackson, in which is told the part taken by the Rockbridge artillery in the

Army of northern Virginia; with introd. by Rob. E. Lee, jr., and H: St. George Tucker; fully il. by portraits. Lynchburg, Va., J. P. Bell Co., '10, ['11.] (F25) c. '10. 331 p. front. pls. pors. facsim., 8°, \$2.

Moore, Sir J: W:

Meteorology, practical and applied. 2d rev. and enl. ed. N. Y., Rebman Co., '11. (F25) 27+492 p. 12°, \$3.

Ole Luk-Oie, pseud.

The green curve and other stories. [Garden City, N. Y.,] Doubleday, Page, '11. (F25) 6+313 p. D. \$1.20, fixed.

Short stories dealing with war. They originally appeared in *Blackwood's Magazine* and *Macmillan's Magazine* in England. *Contents:* The green curve; The second degree; The kite; One night; The joint in the harness; Cuvée reservée; Mole-warfare; An eddy of war; The point of view; When dog eats dog; The limit.

Paracelsus, Philippus Aureolus, [Theophrastus Bombastus von Hohenheim.]

The Hermetic and alchemical writings of Aureolus Philippus Theophrastus Bombast, of Hohenheim, called Paracelsus, the Great, now for the first time faithfully and accurately translated into English; the present American, Oriental, Egyptian and Asiatic ed. prepared for publication under the editorship of L. W. de Laurence; faithfully reproduced from the London ed. of 1894, which was ed., with a biographical preface, elucidatory notes, and a copious Hermetic vocabulary and accurate index, by Arth. E: Waite. Limited ed. In 2 v. Chic., De Laurence, Scott & Co., '10, ['11.] (F25) c. pors. 4°, \$12.

Patterson, Marjorie.

Fortunata; a novel. N. Y., Harper, '11. (F25) c. 334 p. front. D. \$1.30 n.

Fortunata is the granddaughter of an old Roman Princess and lives in a great Roman palace. When about 18 she begins to have her own way. She spends money lavishly, associates with most unhealthy companions for a young girl. Finally she drifts to England and marries a very rich man and is forced to live with his hum-drum mother and daughters. The Italian wife remains erratic and the end is tragedy.

Popham, W: Lee.

Silver gems in seas of gold. In 3 pts. complete in this volume. pt. 1, containing essays, character sketches and miscellaneous prose; pt. 2, containing lectures, addresses and sermons; pt. 3, containing short love and character stories. N. Y., Broadway, '11. (F25) c. '10. 6+215 p. por. 12°, \$2.50.

Price, Natalie Whitted.

Ravelings in rhyme. Chic., [N. W. Price,] '10, ['11.] (F25) c. '10. 61 p. 12°, \$1.

Railroad (The) Young Men's Christian Association handbook; prepared under the direction of the Railroad Department of the International Committee. N. Y., Y. M. C. A., '11. (F25) c. 9-137 p. 12°, \$1.

Redman, Harry Newton, comp. and ed.

Redman's musical dictionary and pronouncing guide; to which has been added a list of the great masters, giving their nationality, date of birth, date of death, and a phonetic pronunciation of their names. Phil., Presser, '11. (F25) c. '10. 6+170 p. 16°, 50 c.

Reynolds, Mrs. L. Baillie, [formerly Gertrude M. Robins.]

The girl from nowhere. N. Y., Doran, '11. (F25) 6+307 p. D. \$1.20 n.

By the author of "Out of the night," "Thalassa," etc. Felix Vanston, a young man of twenty-three, has just served two years in an English prison for his connection with a band of anarchists. His half-brother has practically cast him off and unable to find work, he is just about to end it all by drinking laudanum, when he hears the thud of a falling body outside the window of his room in a cheap lodging-house. On investigating he finds a young girl has thrown herself from the window above to escape from a worse fate at the hands of her vile uncle and his friends. Felix rescues the girl, contrives her escape from London, and through a strange chance leaves her in the care of his relatives. He goes to Russia, where he wins success and happiness after a series of complications involving both brothers, "the girl from nowhere," and a beautiful Russian.

Richards, Ellen Henrietta Swallow, [Mrs. R. H. Richards.]

Conservation by sanitation; air and water supply; disposal of waste, incl. a laboratory guide for sanitary engineers. N. Y., Wiley, '11. (F25) c. 12+305 p. il. fold. map, tabs., 8°, \$2.50.

Roberts, Harry.

The beginner's book of gardening. N. Y., J. Lane, '11. (F25) 9+88 p. pls. D. (Handbook of practical gardening; ed. by Harry Roberts.) \$1 n.

Information designed to enable the gardening beginner to grow ordinary flowers, fruits and vegetables with understanding and success. Seeding, potting, trenching, pruning, hardy perennials, annuals, winter plants, etc., are some of the subjects treated. A section headed A few useful recipes, gives instruction about destroying weeds on paths, keeping iron work from rust, and the destruction of various insect pests.

Robinson, Alvord D.

The arithmetic help; for pupils, teachers, business men. Akron, O., Werner Co., '11. (F25) c. '02. 515 p. il. O. \$1.

A "help" designed primarily for teachers and parents, in which they will find material enabling them to explain actual business forms and transactions as well as elementary work. Glossary.

Rollins, Montgomery, comp.

Montgomery code. [5th ed.] rev. and enl., especially adapted for use in the banking and investment business. Bost., M. Rollins, '11. (F25) c. 4+616 p. 12°, \$5.

Formerly published by E. H. Rollins & Sons.

Sames, C: MacCaughy.

A pocket-book of mechanical engineering; tables, data, formulas, theory and examples for engineers and students. 4th ed., rev. and enl. Jersey City, N. J., C. M. Sames, '11. (F25) c. 8+218 p. tabs., diagrs., 16°, \$2.

Schultz, Alfr. Paul Karl Eduard.

The end of Darwinism; not change but persistence is characteristic of life, every change is essentially a persistence; only what persists can change; an essay. Monticello, N. Y., A. P. Schultz, '11. (F25) c. 20 p. 8°, 50 c.

Sherman, H: Clapp.

Chemistry of food and nutrition. N. Y., Macmillan, '11. (F25) c. 8+355 p. il. D. \$1.50 n.

"Purpose of the volume is to present the principles of the chemistry of food and nutrition with special reference to the requirements of man and the considerations which underlie our judgment of the

nutritive values of food." Appendixes contain tables giving different food values. Index.

Sidney, Sir Philip.

The poems of Sir Philip Sidney; ed., with an introd., by J: Drinkwater. N. Y., Dutton, '11. (F25) 16+320 p. 12°, 50 c.

Slattery, Marg.

The charm of the impossible. Cleveland, O., F. M. Barton Co., '10, '11. (F25) 55 p. D. bds., 35 c. n.

The impossible has always called to man with an alluring voice to attempt the unattainable. To-day it calls us to search for the spirit of brotherhood which is the spirit of Christ, and to search for this hidden thing which is awaiting every one. This is the lesson of this little book.

Smoley, Constantine.

Smoley's tables; parallel tables of logarithms and squares, angles and logarithmic functions corresponding to given bevels, five-decimal logarithmic-trigonometric tables, natural trigonometric functions including secant and cosecant, squares, cubes, square roots, etc.; for engineers, architects and students. 6th ed., rev. and enl. N. Y., Engineering News, '11. (F25) c. '10. 329+171 p. diagrs., 12°, leath., \$3.50 n.

Staunton, Howard.

The American chess player's handbook; teaching the rudiments of the game, and giving an analysis of all the recognized openings. Rev. ed., based on the work of Staunton and modern authorities. Phil., Winston, '11. (F25) c. '10. 256 p. il. 16°, \$1.

Turnor, Christopher.

Land problems and national welfare; with an introd. by the Right Hon. Viscount Milner. N. Y., J: Lane, '11. (F25) 17+344 p. O. \$2.50 n.

Mr. Turnor believes that scientific interest in the land is sadly lacking in England and the time has come that agriculture must be encouraged or the country suffer great disaster. In his preface he quotes from the published report of the Country Life Commission appointed by Mr. Roosevelt, the conclusions of which he says are quite as applicable to England as America. It is to urge the necessity of promoting rural industry that he has written his book. *Contents:* The landowner; The farmer; The rural laborer; Education and agriculture; Political economy and the land; Small holdings and agriculture; Agricultural organization; Politics and the land; The land and the empire.

Twining, Stephen Baldwin.

Poultry truths. [Yardley, Pa., S. B. Twining, '11. (F25) c. '10. 45 p. il. pls. 8°, \$1.

Valmiki.

The Ramayana, and The Mahabharata; condensed into English verse by Romesh C. Dutt. N. Y., Dutton, '11. (F25) 14+384 p. 16°, (Everyman's lib.) 35 c. n.; leath., 70 c. n.

Vanderwoort, W: H.

Machine shop tools and shop practice. 5th ed. N. Y., Henley, '11. (F25) c. 552 p. il. 8°, \$3.

Van Pelt, Hugh G.

Half a ton of butter per cow per year. Phil., W. Atkinson Co., '10, '11. (F18) c. '10. 56 p. front. il. 8°, 25 c.

Warner, Anne, [Mrs. C: Ellis French.]

How Leslie loved; with il. by A. B. Wenzell. Bost., Little, Brown, '11. (F25) c. 6+292 p. D. \$1.25 n.

Leslie is a charming, young American widow who is travelling about Europe. She visits country houses in England and Germany, stays in Paris, and enjoys herself generally. A born flirt, with a sense of humor, she causes considerable havoc in the hearts of the marriageable men she meets. But at last she finds the right man and the too ardent bachelors are once more at peace. By the author of "The rejuvenation of Aunt Mary," etc.

Warner, Rev. Horace Emory.

The psychology of the Christian life; a contribution to the scientific study of Christian experience and character; with introd. by J. R. Mott. N. Y. and Chic., Revell, [11.] (F25) 401 p. fold. chart, charts, O. \$1.50.

The aim of the book is "to show that an intelligent study of all the facts embraced in the field outlined leads to one inevitable culmination: the postulation of supernatural origin of specific psychological processes involved in Christian experience, constituting the experimental Christian life a distinctively supernatural life,—it being expressly understood that this supernatural Origin is not disorderly or capricious, but evidently acting under some spiritual order well beyond all range of the natural order with which we are familiar." The numerous diagrams showing the relations between various states, conscious and subconscious, will be found most helpful.

Warner, Leigh.

"Keiro's" palmistry, clairvoyancy and psy-cho-met-ry, combined with sub-sections from Ed. Heron-Allen's practical handbook of "cheir-os-ophy" and M. le Capitaine C. S. d'Arpentigny's famous French manual, the "Science of the hand"; introd. and commentary on the text and the science of cheirosophy and palmistry by E. Heron-Allen; with original full-page plates and explanatory diagrams by Rosamund Brunel Horsley as contained in 11th London ed.; 100 full-page il. Rev. and pub. under the editorship of L. W. de Laurence. American ed. Chic., De Laurence, Scott & Co., '10, [11.] (F25) c. 17-368 p. il. por. pls. 12°, \$2.25.

Watson, H: Brereton Marriott.

Alise of Astra; with front. by F. Graham Cootes. Bost., Little, Brown, '11. (F25) c. 6+312 p. D. \$1.50.

The action takes place in a little principality, Eisenburg, where only the birth of an heir will prevent the succession from passing to Prince Albrecht of Suabia. Sir Phillip Temple rescues a woman from a burning coach in a railroad wreck and brings her to the Castle of Waldthal on the night when the Grand Duchess dies in giving birth to an heir. Then follows a tale of love and intrigue, plot and counterplot, the Englishman becoming unwittingly the focal point for the conspiracies of both parties.

Watt, W: E.

Open air; a statement of what is being done and what should be done to secure right air in homes, schools, offices, factories, churches, etc. Chic., Little Chronicle Co., '10, [11.] (F25) c. '10. 282 p. por. pls. 8°, \$1.50.

Wattles, Wallace Delois.

The science of being great. Holyoke, Mass., E. Towne, '11. (F25) c. 158 p. por. 12°, \$1.

White, Mrs. Alma.

The chosen people. Bound Brook, N. J., Pentecostal Union, '10, [11.] (F25) c. 113 p. por. pls. D. \$1.
Book is written by the founder of the Pentecostal

Union to refute what she calls the belief of apostate Christendom that the Hebrews have lost their place in the divine economy, and will never again be restored to the land of their fathers. She upholds her contention by frequent references to the Scriptures, especially the Old Testament.

White, E: Jos.

Commentaries on the law in Shakespeare; with explanations of the legal terms used in the plays, poems and sonnets, and discussions of the criminal types presented. St. Louis, F. H. Thomas Law Bk. Co., '11. (F25) c. 3-18+524 p. 8°, \$3.50.

White, W: Allen.

A theory of spiritual progress; an address delivered before the Phi Beta Kappa Society of Columbia University in the city of New York. Emporia, Kan., W: A. White, [11.] (F25) c. '10. 3+53 p. 12°, \$1. (600 copies.)

Whitechurch, Victor L.

The canon in residence. N. Y., Baker & T., [11.] (F25) 247 p. D. \$1.20 n.

This novel has gone through a number of editions in England, though this is its first appearance here. It is concerned with the adventures of a country churchman while on a winter holiday trip to the Alps. His clothes are taken from his room in a small hotel in which he and one other man are the only guests, and in exchange garments of a distinctly sporting character are left for him. This enforced masquerade leads to a series of amusing complications which jeopardize his position as the newly elected canon in a small cathedral city, whose gossip, fussy inhabitants are cleverly drawn.

Wingate, Ashmore.

Life of John Ruskin. N. Y., Scribner, [imported.] '10, [11.] (F25) 11+203 p. (5 p. bibl.) 8°, (Great writers ser.) \$1.

Withers, Sarah, and Kinard, Ja. Pinckney.

The English language. bk. 1-2, Language and literature. N. Y., Macmillan, '11. (F25) 16+289; 10+270 p. il. D. bk. 1, 40 c. n.; bk. 2, 55 c. n.

First author is principal of Training Department and critic teacher, Winthrop College, Rock Hill, N. C.; second is professor of English in the same institution. The object of these books is to train the child in expression of his experiences and thoughts, and to appreciate beauty in literature.

Wyss, C. von.

Birds and beasts; a nature book for boys and girls; with 55 il., 31 in color. N. Y., Macmillan, '11. (F25) 64 p. 8°, (Color books for boys and girls.) 75 c. n.

Young, Norwood.

The growth of Napoleon; a study in environment; with portraits and illustrations. N. Y., Duffield, '10, [11.] (F25) 12+418 p. O. \$3.75.

An attempt to connect the character of Napoleon with the environment of his growing years. The influence of good fortune in creating his genius is shown. His peculiar combination of military genius, civilian disinterestedness and domineering will were exactly what France wanted at that time. Mr. Young thinks that his position in age and sex in the Bonaparte nursery, especially in relation to Joseph, gave him the first essential of his career—the desire to succeed and to dominate. His downfall was caused by this same quality in excess, developed into overweening conceit and pride.

Zahniser, C: Reed.

Social Christianity; the gospel for an age of social strain. Nashville, Tenn., Advance Pub., '11 (F25) c. 173 p. 12°. 75 c.

The Publishers' Weekly

FOUNDED BY F. LEYPOLDT

February 25, 1911

The editor is not responsible for the views expressed in contributed articles or communications.

Publishers should send books promptly for weekly record and descriptive annotation, if possible in advance of publication. The Record of the PUBLISHERS' WEEKLY is the material of the "American Catalog," and so forms the basis of trade bibliography in the United States.

"I hold every man a debtor to his profession, from the which, as men do of course seek to receive countenance and profit, so ought they of duty to endeavor themselves by way of amends to be a help and an ornament thereunto."—LORD BACON.

BEGGING FOR BUSINESS.

No mistake in soliciting for business is more common or more disastrous than that of putting it, actually or by implication, upon a begging basis.

Personality in business is a splendid thing; it is a greater factor in influencing orders than we are generally ready to admit. It may nevertheless, be ventured that no personality ever carried weight that called attention to itself. "Buy of me because I am a good fellow" kills any business; but "buy my goods because they are excellent value for the money," when the man who says so is a good fellow, is a warrant of success.

Trade is the exchange of values; personality may influence our conception of certain values, but it does not actually alter them. We may personally dislike the man whose "goods talk" louder than those of his agreeable competitor; but we lose money we might make so long as we let our personal preference rule our business. Some of us would rather lose money than do business with a crook or a boor—which is but another way of saying that the latter terribly handicap themselves.

If your goods have merit, don't hesitate to say so. If you believe that purchasers in buying will greatly advantage themselves—say that too, in whatever varied, convincing and attractive form you may; but don't as you value their custom, *beg* for their patronage. A man's friends will carry him far in any new venture; will give him, many times, a splendid send-off; but, unless the goods he sells have real and continuing merit, there will come a day, sooner or later, when friendship alone will not avail.

It is not necessary that begging be direct,

personal, by word of mouth. It may be so indirect that at first glance you would never analyze it as an appeal for commercial charity; it may be done by your clerks on the floor in a last endeavor lest a possible purchaser escape; it may creep into your letters and your advertising. In any case root it out mercilessly.

Before a customer buys a piece of merchandise he must desire it, and desire is engendered by conviction—a logical process—not by mendicancy. Make a man see that the information in a certain book is necessary to him in the conduct of his business, make a woman believe that *this* novel is the one novel of the year she would most enjoy reading—and you have made sales for these books. "Please read our advertisements"—"I should appreciate your custom"—on the other hand go far to kill the value of the advertising in which these phrases appear.

"Please step in and see our line of fifty cent fiction" is weak; a store with windows and front so attractive that a passerby is urged to come in by their unworded appeal is strong. The latter method of advertising will win the greater success every time.

To travelling men in any line of retail selling the temptation to beg business is peculiarly strong and insidious. "There is just one reason," said THE PUBLISHERS' WEEKLY editorially some months ago, "why a travelling man should sell goods to a retailer—because he believes the retailer should be able to resell them at a profit." And it added:

The traveller who *begs* an order because he is "a new man in the territory" and wants to secure it permanently, or because he is a new man with his firm and "wants to make good;" the traveller who teases for even a little order "just to show that I stopped off and showed you the line;" the traveller who has been "having hard luck all the week" with Smith away and Jones laid up at home with rheumatism and Brown gone out of business, and who "would appreciate a little order to help out my week's showing"—the traveller who does these things is way on the wrong track from genuine salesmanship.

The primary mistake made in selling unnecessary goods to the retailer is exactly the same as his when he persuades a customer to buy for favor. But, whereas the private purchaser *may* not realize that that "purchase" was really charity, the retailer will have the fact rammed home to him every time he sees the row of unsold stock on his shelves. "Unsold stock is the hardest argument any salesman has to meet; it's harder to controvert than any possible selling talk from a competitor."

In other words, sell goods on a clean-cut business basis—or not at all.

THE battle for net fiction is now almost, if not quite, won, thanks to the valiant and concerted efforts of the trade made during the year past.

The publishers' spring announcements, so far as they have yet, in fragmentary form, come to hand reveal some interesting facts regarding further developments in the net fiction situation. Next week THE PUBLISHERS' WEEKLY will attempt to forecast these developments by summarizing the fiction announcements so far made. It will also publish an article by Mr. James I. Wyer, Jr., director of the New York State Library and president of the American Library Association on the net fiction question as the library buyer sees it, a point of view of the utmost importance to publishers, but upon which THE PUBLISHERS' WEEKLY has not so far touched. This paper will be supplemented by a report of the proceedings of the recent meeting of the Council of the American Library Association, when a discussion of net fiction in its library relations was had. To the

originally little band of publishers publishing all their fiction net, the coming season will see a number of important accessions. Other houses who desire to cast a unanimous vote this spring are held back by long term contracts with certain authors.

AFTER many years' solicitation the Post Office Department has ordered the reissue of the standard international index size postal card (7½ by 12½ centimeters, approximately three by five inches), which was discontinued many years ago, before the present general vogue of card files and indexes. The

card is white with red printing. The stamp is a profile head of Abraham Lincoln, looking to the left. The new card will be issued in sheets of eighteen when desired in that form for printing purposes. The sheets are two cards wide by nine cards long. To be valid for postage the cards must be cut to regulation size.

To all firms doing extensive business by mail, especially with printed forms, to agencies or individuals collecting statistical information, and in numerous other ways, this new standard size card is going to be a great convenience.



GIRARD BUCKMAN

John C. Winston Company.

It is eminently fitting that this year's Travellers' Number of the PUBLISHERS' WEEKLY, coinciding as it does with his well-earned retirement from active work, should be dedicated to Girard Buckman, dean of booktrade travellers, who has been connected with the book business for over sixty years. He commenced as a boy with Geo. S. Appleton in 1849 or '50, Mr. Appleton having at that time probably the best bookstore in Philadelphia. He remained in Mr. Appleton's employ until the latter went out of business, when he went to New York, taking a position with the firm of D. Appleton & Co. He then went to Smith, English & Co., and at the age of twenty-one was admitted to the firm. In 1861 came an honorable interim, an enlistment in the army, where he remained until the end of the war.

On his return from the front he entered the employ of Porter & Coates and was with them no less than thirty-two years, remaining in fact until they sold out their plant to John C. Winston & Company, six years ago. He continued with the John C. Winston Company until this year, when at a dinner given him last month, mention of which was made in the PUBLISHERS' WEEKLY at the time he was honorably retired from active work on a life pension from the John C. Winston Company. He naturally feels exceedingly grateful for their generous provision, which enables him to have no worryment for the future. God has given him his health and strength, the great drawback being, that his eyesight has been impaired; otherwise, he feels well and hopes still to be of some service, so that death, when it shall come, will find him in harness.

He wishes also at this time to thank his many friends in the trade for their loyalty and uniform kindness.

Spring Lines of the Publishers and Some of the Men Who Will Show Them.

Information for the trade of the territory covered by the travellers of whom we have been able to collect data, with short sketches of some of them and a brief description of the lines carried by them. These descriptions have been generally confined to the so-called "competitive" lines, the cheaper series, "rebinds," "juvenile series" and novelties, though in some cases notice has been given of other books which their publishers intend specially to push. In cases where no mention is found the information was not forthcoming from the publishers.

HENRY ALTEMUS COMPANY are ready with "Eve's Second Husband," the story of a woman's heart by Corra Harris, who wrote about the gem of the novels last year—"The Circuit Rider's Wife." The first edition of 5000 copies of the new book is already sold and 5000 more are on the press.

Travellers: L. G. Nourse; A. M. Macmillan; H. R. Kurtzman.

THE AMERICAN TRACT SOCIETY have a choice line of new books, including biography, standard fiction, reference works, devotional books, gift books, juveniles (in colors), booklets, motto cards, etc.

Taveller: J. A. F. Bosworth (Pacific Coast early in March; South, April; Middle Western and Northwestern May; Eastern trade, early autumn). Jack Bosworth is equally and deservedly popular among buyers and travellers.

D. APPLETON & COMPANY have a strong list of non-fiction books for the spring. Heading the list is the highly important work in two volumes entitled "Educational Problems," by Dr. A. Stanley Hall, president of Clark University, whose work on "Adolescence" is regarded as a monumental contribution to the study of the psychology of youth; and Dean Hodges, of the Cambridge Theological Seminary, has a volume on the "Training of Children in Religion" that will unquestionably be authoritative. Among the biographies and reminiscences are a volume on "Diaz: Master of Mexico," by James Creelman, which has a vast amount of fresh material and is warmly approved by the Mexican President; and "As I Remember," being recollections of Washington society for fifty years, by Mrs. Gouverneur. Books of travel and description include "Egypt: Ancient Sites and Modern Scenes," by Professor Maspero, the noted authority on Egyptology; "The Obvious Orient," a series of impressions by Dr. Albert Bushnell Hart, of Harvard; and a book on Peru, Ecuador and Brazil, entitled "Along the Andes and Down the Amazon," by H. J. Mozans. Charles Macomb Flandrau's volume of essays, entitled "Prejudices," will appear in March. The *Appleton Business Series* will have for its leader a work just published on the subject of "Railroad Traffic and Rates," by Professor Emory R. Johnson and Grover G. Huebner, of the University of Pennsylvania. A volume by Professor Duncan, of the University of Illinois, on "The Principles of Industrial Management," has just appeared; and is soon to be followed by Dr. S. S. Huebner's "Property Insurance," and Sterling H. Bunnell's "Cost Keeping for Manufacturing Plants." A scientific contri-

bution to the subject of eugenics is "The Social Direction of Human Evolution," by Professor Kellicott, of Yale. The Appleton fiction is headed by David Graham Phillips's "The Grain of Dust," and there are ten other novels by such well-known writers as Robert W. Chambers, Joseph C. Lincoln, Caroline Fuller, W. B. Maxwell, Rafael Sabatini and Paul Wells. A novel of dual personality by Jules Claretie, of the French Academy, called in France "L'Obsession," has been translated by Mary J. Safford, and will be published under the title of "Which is My Husband?"

Travellers: Emil Heikel in Boston, Philadelphia, Pittsburgh, the large cities in the Middle West and on the Pacific Coast; Harry B. Dunlap in the East, South and the smaller cities of the Middle West.

BARSE & HOPKINS are offering this year many new books and series, among them a new edition of that famous classic, "Black Beauty," with twelve full-page illustrations in color by Robert L. Dickey; and "The Open Door," a guest book by Cornelia Morton Weyburn. Photogravure editions of Poe's "Raven" and Bryant's "Thanatopsis" are very attractive. The *Golden Thought Series*, fifteen titles in two bindings, vellum and Persian ooze, will make the buyers look again; the *Christmas Classics*, a series of ten titles in ooze binding; *Carleton Series*, thirty-five titles in velvet calf; the *Regis Series*, twenty-five titles, fourteen of which are copyrighted, in Persian ooze; *Peacock Series*, six titles, cloth binding; *La Salle Series*, six titles, velvet calf; the *New Pleasant Hour Series*, containing twelve titles of juvenile classics, with colored illustrations, are all sure to be self-sellers. Several new titles will be added to the *Golden Books*, *Savoy Series*, *Relyea Classics*, *Birthday Books* and *Day to Day Series*, which all have much promise of a good future. Their line of art calendars is very large, containing about three times as many numbers as last year. The growth of this firm has been so rapid that they have outgrown their present quarters, and have moved to 526 West 26th Street. This firm are the sole selling agents for the Hayes Lithographing Co., of Buffalo, and The A. L. Chatterton Co., of New York.

Travellers: J. H. Hopkins, Charles B. Nourse, Thomas J. McLaughlin and D. W. Chatterton.

BOBBS-MERRILL COMPANY's spring list is full of material for "best-sellers." One book of the lot, "The Prodigal Judge," a comedy of life by Vaughan Kester, is a story of the old South, picturing the stately life of the planter,

the child-like dependence of his slaves, and particularly the free-ranging, quaint, uncouth mountaineers, with their black pipes, their ready rifles and the haze of the Blue Ridge always over them. The illustrations are by M. Leone Bracker. James Oliver Curwood's new story, "The Honor of the Big Snows," takes us again to the Hudson Bay country which he knows so well, where on our own continent to-day are led lives of danger, of bravery, of self-sacrifice and purity that equal any that have ever passed beneath the stars. Jan, the chief figure of the story, is a combination of the strong, primitive man and the musical genius. And why Jan could not avow his love for beautiful Melisse, whose safety he has guarded from infancy, is a thing you cannot guess—you must wait for Mr. Curwood to tell you. Charles Livingston Bull has made the pictures for this story. Prudence is often good, but imprudence is sometimes better. When it is "The Imprudence of Prue," as told by Sophie Fisher, you wouldn't exchange it for any of the sober, more homely virtues, however admirable. It is fascinating, this imprudence of a merry widow of Queen Anne's day, sweet, reckless, clever, nimble-tongued. The story is simply a light-hearted fling, a lark, dainty, charming and restful. Herman Pfeifer has illustrated Mrs. Fisher's text. As you begin reading "The Professor's Mystery," by Wells Hastings and Brian Hooker, one door after another which has seemed to invite your entrance closes upon you. The solution of the mystery appears often tantalizingly near, yet always until the very close it escapes. Hanson Booth's pictures add to the attractiveness of this clever tale. "Four in Family" is a terrier's own delightful story of his career in a happy-go-lucky household consisting of an easy-going young Southern wife, her husband, a tyrannical black cook, and a little girl whom the terrier calls "the pup." The various domestic incidents are amusingly, one might say waggishly, told. Mrs. Sumerwell is the author of this story and George Kerr the maker of its pictures.

Travellers: Bobbs-Merrill are making some changes in their travellers, and are not yet prepared to give the list of names.

THE BOOK SUPPLY COMPANY, Chicago, have sent F. Graham Cootes, one of America's foremost illustrators, across the continent to California, to make of the scenes of the story six pictures for "The Winning of Barbara Worth," by Harold Bell Wright. The publishers will bring this book out in August, and say the first edition will be 175,000 copies. They say that over 1,000,000 copies have been sold of Mr. Wright's "Ozark Life Stories," "That Printer of Udell's," "The Shepherd of the Hills," and "The Calling of Dan Matthews." They expect an unusually big sale for Mr. Wright's new novel, which is a story of the great Colorado desert.

Travellers: The Reilly & Britton Co. are the publishers' selling agents to the trade throughout the United States.

BRENTANO'S announce that they will shortly publish Bernard Shaw's new book of plays, containing "The Doctor's Dilemma," "Getting

Married" and "The Showing-Up of Blanco Posnet." The publishers ask that the trade will send their orders in advance, so that deliveries may be made in time for sale on publication day. New novels will be "The Gates of the Past," by Thomas Hunter Vaughan (Occultism); "Babes in the Wood" (jungle life in India).

A. L. BURT COMPANY have a long line of recent \$1.50 copyright fiction, reprinted and bound in attractive cloth covers to retail at 50 c. Among the authors of this line are Robert Hichens, Robert W. Chambers, Harold Bindloss, Thomas Hardy ("Tess of the D'Urbervilles," "Jude the Obscure"), Will N. Harben, Rex Beach, George Ade, etc. In extra illuminated jacket they have put Geraldine Bonner's "To-morrow's Tangle," Molly Elliot Seawell's "Children of Destiny," John Philip Sousa's "Pipetown Sandy," George Horton's "The Monk's Treasure," Charles Frederic Goss's "The Loom of Life," and about half a dozen more.

Travellers: C. B. Steele (South); Theo. A. Jasper (Middle West and East); Jos. E. Greene (Middle West and New England); John C. Vose (West and Northwest).

H. M. CALDWELL Co. have come to be looked to to furnish the trade with original and artistic novelties in juvenile, popular and standard literature, as well as *Handy Volume Classics*, in a variety of styles of bindings. This year they promise the strongest and most attractive line they have ever shown. They were pioneers in issuing a catalogue for the commencement season, and their already extensive line has been augmented by new editions of "My High School Days," "My School Life," and other record books so popular with the "sweet girl graduate." The *Fraternity* edition of the *Alexandrian Series*, the *Commencement Gift Series*, etc., are offered in entire new dress. In addition to this is "Happy Days," by Helen P. Strong, author of "School Day Memories," and an entire new series for girls, all the volumes of which are particularly appropriate for gifts at this season. Ready in April will be "The Nicest Girl in School," by Angela Brazil; "The Manor House School," by Angela Brazil; "An Original Girl," by Ethel F. Heddle; "Betty's First Term," by L. F. Wevill; and "No Ordinary Girl," by Bessie Marchant. For the holiday season they offer an entire new line of books for children at prices ranging from 15 c. to \$2.50. These are not rehashed or "made-over" books. The text and colored illustrations for each of the following series, *Tales and Talks*, *The John Hassall*, *Faithful Friend*, *River and Camp*, *Town and Country*, *Boat and Race*, *Uncle Jumbo*, *Happy Day*, *Baby Scout*, comprising in all some 60 titles, are all absolutely new throughout, and each has novel and attractive cover designs. They will also publish "The Big Book of Fairy Tales," edited by Walter Jerrold and illustrated in black and white and color by Charles Robinson; "Caldwell's Boys and Girls at Home" (fourth year of issue), as attractive as ever, with colored illustrations comprising nearly a third of the volume; "The Arabian Nights," selected and retold

for children by Gladys Davidson, with sixty-six black and white and twenty-six colored illustrations by Helen Stratton; a new edition of "Heroic Legends," retold by Agnes Grozier Herbertson and illustrated in color and black and white by same artist; an important new illustrated edition of George Macdonald's popular "At the Back of the North Wind;" "The Princess and the Goblin;" and "Ronald Bannerman's Boyhood." New additions to their *Children's Own Library* are also announced. Two new series of *Birthday Books* in a variety of styles of binding will be ready early in June, and they will add twenty-five new titles to their *My Own Name Series*. *Through the Year with the Great Authors* is a series of popular gift books for all seasons, exquisitely bound in velvet calf and acrasé kid, and comprises selections from Dickens, Emerson, Ruskin, etc. "The Value of Contentment," by Mary Minerva Barrows, is the new title to their well-known *Value Series of Gift Books*. "The Land of Let's Pretend," by Carl Werlner, a juvenile for grown-ups, is a distinct and original work and is sure to make a hit. The *Edina Series*, a new and beautiful series printed in two colors on Japan paper and bound in velvet calf and Persian, will include such titles as "In the Footsteps of Robert Louis Stevenson," "Coaches and Coaching," "Tam O'Shanter," "Shakespeare's Sonnets," etc. The *Petite Library*, a series of dainty little gift books bound in velvet calf, with illuminated end papers, will comprise some thirty or more volumes, among which are noted "Sonnets of Keats," "Lyrics of Shelley," "Thoughts from Emerson," "Songs and Ballads from Scott," "A Dickens Tragedy," etc. Several new volumes will also be added to their well-known *Remarque Series*. Entirely new cover designs are put on all series this year, and they offer many new and novel effects in leather bindings.

Travellers: A. D. Macmullen, C. A. Caldwell, Ewart C. Caldwell, James F. Weston (United States and Canada); John I. Lothian (Australia and New Zealand).

CASSELL & COMPANY report a steadily broadening business, and they will issue this spring a notable list of books in every department of literature. A commentary of the value and the careful selection of the Cassell books is shown by the fact that not one of their general publications met with an adverse criticism from the press during the past year—an exceptional record. The house specializes upon books which have a timely, world-wide interest. *The People's Library* has now sold over 1,750,000 copies, and it remains the best and cheapest series of reprints of the classics of fiction and literature.

Travellers: The line will be represented in the larger cities by F. J. Sloane, and on the coast and through the Middle West by Laurens Maynard.

THE CENTURY COMPANY are to issue this spring "When Half-Gods Go," a new novel by Mrs. Helen R. Martin, the author of "Tillie: a Mennonite Maid;" "The Dweller on the Threshold," a wonderfully strong story by Robert Hichens, the author of "Bella Donna;" "Miss Livingston's Companion," a

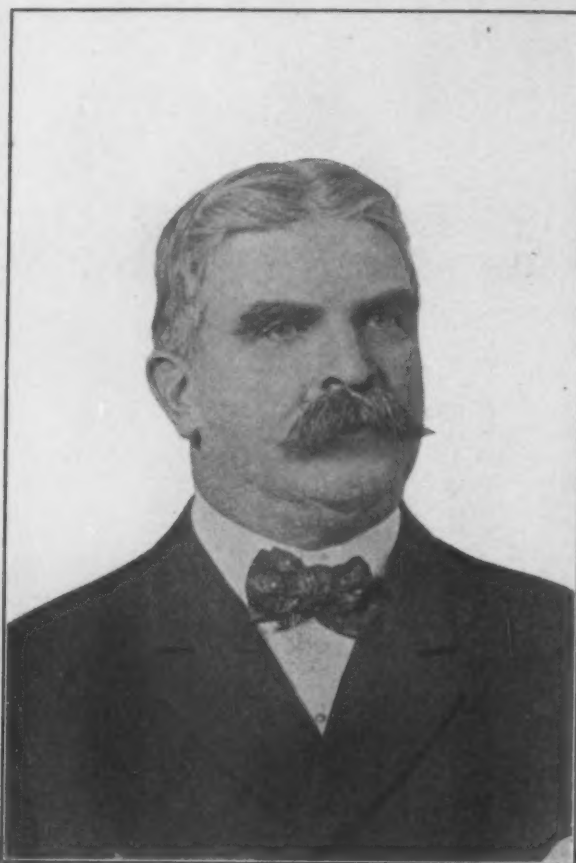


HARRY F. SAVAGE

Representing the Frederick A. Stokes Co.

HARRY F. SAVAGE, like many other well trained travellers, started fresh from school as a list boy with the old house of E. & J. B. Young & Co. He stayed loyally with them in various positions, until their retirement from business in 1904. Then as a full fledged travelling man of well earned popularity he accepted an offer made by The Frederick A. Stokes Co., and has been representing them through the South, part of New England and some of the Middle West for the past six years. The recent death of Frederick E. Newcomb, the star representative of the house, resulted in Harry's assuming all the latter's Eastern territory and some of the principal towns of the West outside of Chicago. This larger field takes him from the Sunny South, which he has traversed so often and knows so well, and he feels a keen regret to miss meeting the host of friends he made in that section.

love story of old New York by Mary C. Dillon, this being, in a way, a sequel to the author's earlier success, "The Rose of Old St. Louis;" "An Ardent American," a charming love story by a new writer, Mrs. Russell Codman; and "John Sherwood, Ironmaster," a long story by Dr. S. Weir Mitchell. They also announce a new edition at a cheaper price of Captain Slocum's "Sailing Alone Around the World," of special interest in view of the fact that Captain Slocum sailed out of New York harbor two years ago in the same little craft in which he made his wonderful voyage and has not been heard of since. Also for publication during the early summer is "A Volume of Short Stories," by Eleanor Hallowell Abbott, whose "Molly Make-Believe" is at the present time one of



THOMAS J. M'LAUGHLIN
Representing Barse & Hopkins.

THOMAS J. M'LAUGHLIN, now with the busy house of Barse & Hopkins, is one of the men who gained their first experience as travellers in other lines than as a general commercial traveller for several years before entering the book field. For the past three years he has been connected with the A. L. Burt Co., leaving them January 1st last to join the travelling force of Barse & Hopkins. His territory now is New England, the South, and part of the Middle West.

the best selling books throughout the country. This will be made up of a number of short stories which have attracted a great deal of attention as they appeared in different periodicals. A new *Patty* book by Jean Webster, and a new volume of travel by Harry A. Franck, the author of "A Vagabond Journey Around the World," are also eagerly awaited.

Travellers: George L. Wheelock; Frederick W. Owen.

ROBERT CLARKE Co. are publishing "The New Avatar" and the "Destiny of the Soul: the Findings of Natural Science Reduced to Practical Studies in Psychology," by Dr. J. D. Buck; "The Antigone of Sophocles in English Verse," by J. E. Harry, Professor of Greek in the University of Cincinnati; "A Buckeye Boyhood," by Dr. William H. Venable, author of "A Dream of Empire," "History of the United States," etc. They report an increasing demand for Dr. Philip Zenner's "Education in Sexual Physiology and Hygiene," now in its third edition. Among the older publications which they have reissued are: Buck's "Mystic Masonry;" Buck's

"Study of Man and the Way to Health;" J. M. Crawford's "Translation of The Kalevala;" James A. Henshall's "Book of the Black Bass;" McLaughlin's "China Painting and Suggestions to China Painters;" also, a complete reissue of all the Elias Longley books of "Phonography."

Travellers: John G. Kidd has recently made arrangements with the Baker & Taylor Company, New York; DeWolfe & Fiske Company, Boston, and A. C. McClurg & Company, of Chicago, to handle the Robert Clarke Company publications in these cities and vicinity. Laurens Maynard will cover the balance of the country.

THOMAS Y. CROWELL & COMPANY's announcements include fiction, juveniles, holiday editions, New Thought books, booklets, anthologies, year books, poets, handy volumes and leather novelties.

Travellers: William R. Spinney (Pacific Coast, New York City, Philadelphia, Washington, etc.); George R. Hobby (Boston, Pittsburg, Chicago, Cleveland, St. Louis, Cincinnati, St. Paul, etc., and New York State); Frank C. Dixon (all of the South and portions of the West and New England); Ernest J. Bunce (Pennsylvania, Northwest and north central States).

CUPPLES & LEON COMPANY are adding many new titles to their juveniles. The *Motor Boat Series*, among the best selling boys' books of last year, will be increased, and the *Frank V. Webster Series*, the real successors to the *Alger Books*, will have a number of new titles. There will also be several new girls' books and a beautiful quarto for little folks, "The Land of Play," by Sara Tawney Leferts, is promised. There are also two new series of gold and white art books along the lines of the popular *Eureka Art Series* on the list. Cupples & Leon Company have also taken over the sole agency in the United States for Dean's "Rag Books," and carry a full line in stock. Most important of all probably is a rather startling announcement, soon to be made, regarding new fiction. None of the details have as yet been made public, but a sensation is promised.

Travellers: A. T. Leon; V. W. Cupples; W. M. Edwards, and S. George Engel.

G. W. DILLINGHAM COMPANY announce for early issue "The Gamblers," a dramatic story of American life by Charles Klein and Arthur Hornblow, authors of "The Lion and the Mouse," etc.; "The Easiest Way," a vivid story of metropolitan life by Eugene Walter and Arthur Hornblow; "The Rogue's Heiress," a novel by Tom Gallon; "The Thirteenth Man," a novel by Mrs. Coulson Kernahan; "The Wife Decides," a romance of American life by Sydney Wharton; "The Guilty Man," a novel by François Coppée, English version by Ruth Helen Davis; and "The First Law," a romance by Gilson Willets, author of "The Double Cross." In addition to these titles the Dillingham Company's *Popular 50 c. Copyrights* now number 250 titles of best selling and standard books.

Traveller: Alban P. Roche.

DODD, MEAD & COMPANY will put their chief strength into novels this spring. "What's

His Name," by George Barr McCutcheon, is considerably longer than "The Day of the Dog" and a number of other stories of the kind which Mr. McCutcheon has issued, and is a very bright, humorous and at the same time touching story told in the author's characteristically entertaining way, with scene laid in New York City and action partly within the life of the theatre; and "Cynthia-of-the-Minute," by Louis Joseph Vance, is also a story of New York life up to the minute. William Hamilton Osborne, author of "The Red Mouse," has written a very unusual detective story called "The Catpaw," with extremely original plot, which the author works out by his knowledge, as a lawyer, of legal technicalities. Two promising stories by unknown authors are "The Way of a Woman," by Rina Ramsay, and "The Other Man," by Edgar Wallace. An exciting story of adventure, buried treasure and modern pirates is "Yellow Men and Gold," by Gouverneur Morris, acclaimed by many the best writer of short stories in the country. In lighter vein is a humorous automobile novel, "Five Gallons of Gasoline," by Morris B. Wells; "April's Lady," a dainty story of a honeymoon, translated from the French of Guy Chantepleure; and "Hearts and the Highway," a rattling romance of the road by Cyrus Townsend Brady. Jules Eckert Goodman, whose play, "Mother," was successfully presented this season in New York, has made a novel of his drama, and the story which on the stage moved so many people is equally touching and effective as a book. A story of serious nature and excellent workmanship is "The Unknown God," by B. L. Putnam Weale, presenting missionary life in China, and written by a man who was born and spent more than thirty years of his life in China. Mrs. Florence Morse Kingsley has written a very delightful story of New England life called "To the Highest Bidder;" Mrs. Amelia E. Barr will remind the many readers of "Jan Vedder's Wife" of this, one of her most successful books, by her new novel, "Sheila Vedder," which in a way is a sequel to the story written thirty years ago; and a graphic and interesting tale of South African life is "The Great Diamond Pipe," by John Buchan. Having acquired the earlier plays of Maurice Maeterlinck, translated by Richard Hovey, and published in this country first by Stone & Kimball, and later by Duffield & Company, Dodd, Mead & Company are able to announce a complete and uniform edition of the works of one recognized to-day among the world geniuses. Added to the list are now "Pelleas and Melisande, and Other Plays;" "Princess Maleine;" and "The Intruder, and Other Plays," each in one volume. A new edition, the twelfth, of "The Blue Bird" will be issued, containing the new act which has never before been published, now added to the play as this month produced in the New Theatre. "Alarms and Discursions," essays by Gilbert K. Chesterton; "The Patchwork Papers," by E. Temple Thurston; and "The Patient Observer," shrewd, humorous comments on current events by Simeon Strunsky, editorial writer on the New York



ALEXANDER M'KAY

Representing David McKay.

ALEXANDER MCKAY, son of David, was fortunate in his preceptor in the school of salesmanship, for he started in the book business with his father just eight years ago, when seventeen years old. He was put at all kinds of work in the establishment, and cautiously advanced as he developed, until he attained charge of the manufacturing department, a post he has held for some time past. When David McKay took over the American branch of George Routledge & Sons in 1903, Aleck was put on the salary list, and since has made good all the way through, so good that last year he sallied forth into the South on his maiden trip as a commercial traveller. This year he will add to his territory a part of the Middle West. It's "like father, like son," and here's good luck to both!

Evening Post, are preparing; Dr. Frederic Taber Cooper has written a book for authors and would-be authors called "The Craftsmanship of Writing;" "How to Visit the Great Picture Galleries," by Esther Singleton, will be a guide to the principal pictures in each of the famous galleries, giving all the information that tourists will find useful; and "Argentina, Past and Present," by W. H. Koebel, is an illuminating new book about this very live and lusty young neighbor to the south of us. "The New Art of Flying," by Waldemar Kaempffert, managing editor of *The Scientific American*, is written by one well fitted to write an accurate and readable book on the subject of aviation; "The Artistic Side of Photography," by A. J. Anderson, contains many illustrations by the great-



MR. AND MRS. LAURENS MAYNARD

LAURENS MAYNARD, the "marathon" salesman, with the record of two "Coast" trips per year, was born in Boston, and practiced law there for three years prior to 1890. After trying out an experiment in "town booming" in Alabama—and other things—he entered the publishing field, when, with Herbert Small and Bliss Carman he organized the firm of Small, Maynard & Company in 1897. Under his management two big successes came to them, the early "Mr. Dooley" books, and Lorimer's "Letters of a Self-Made Merchant to his Son." In 1906 he severed his connections with this house and after a year of general editorial work, began to travel in the interests of several publishers. As an independent traveller, he covers the entire field for Brentano's and Mitchell Kennerley, and in the West, beyond the Mississippi, clear to the Pacific Coast, he carries with marked success the lines of Longmans, Green & Company, Cassell & Company, Funk & Wagnalls Company, A. J. Holman & Company, and several other non-competing houses. The growth of this extensive undertaking led him, three years ago, to carry along Mrs. Maynard, and since then they have done "team work" on their lengthy circuit. Mrs. Maynard, by no means figures as "excess baggage," for she not only helps her busy husband in his work, but "Mother," as she is affectionately known, shows, independently, several art lines, among them W. F. Nickerson Company's of Boston and The Copley Prints. Just how strenuous is the life of these two travellers may be gauged by their itinerary which begins at Los Angeles February 1 and ends in Boston about June 15—and then some more—another Coast trip beginning in July and ending some time along in the last quarter of the year.

est pictorial photographers of this country and Europe; and ever attractive is "My Commencement," issued successfully for a number of years, but now brought out in a new and more attractive form than ever.

Travellers: F. C. Dodd (Chicago, Boston, Philadelphia, Cleveland, Detroit, Milwaukee, St. Paul and Minneapolis); Harry F. Hull (Texas and the Pacific Coast, New York, New England and the larger cities in the Middle West); Harry M. Snyder (Baltimore, Washington and the South, and in the smaller cities in New York, Pennsylvania and the Middle West).

B. W. DODGE & COMPANY have in their list for early publication two books of particular interest to young folks: "The Book of Frolics for All Occasions" and "Parties and Pastimes for School and Home," by Miss Mary Dawson and Mrs. Emma Paddock Telford, who are widely known to a host of people, old and young, as experts in the art of entertaining. They will appeal directly to the hostess or entertainer by the variety, novelty and utility of their contents. Important new fiction for the spring trade will include "The Web," by William Bullock, a story of New York life down-to-date. Among their recent publications which have met with success may be mentioned "When Cattle Kingdom Fell," by J. R. Stafford, a thrilling tale of Western life and intrigue in the days when the freebooters of the plains fought to maintain their grip on the great ranges against the incoming settler with his barbed wire; "The Autobiography of Thomas Collier Platt," destined to have a perennial interest for any one playing the precarious game of politics.

Travellers: William Rickey and T. A. Warburton.

DODGE PUBLISHING COMPANY will have a large number of interesting new books to show the trade and an interesting line of leather novelties made by their leathersmith shops. Their calendar line will probably be the largest American made line shown. Many famous artists will be represented—Remington, Gilbert, Parrish, Gibson, Partington—and a large line of motto and landscape calendars, Christmas cards, booklets, prints, etc.

Travellers: John C. Hill (large towns on Pacific Coast and East); E. W. Van Wagenen (South and Middle West and East); L. B. Westbrook (Pacific Coast and West); A. D. Hill (Canada and East). Leathersmith Shops Department: Charles H. Sassaman (West); Charles Schaffer, Jr. (New York); C. Williams (New York).

GEORGE H. DORAN COMPANY's spring list will include some notable books in several departments. The fiction will be especially strong, including: "Marie-Claire," by Marguerite Audoux, the French novel of a dressmaker, which has created so general a sensation; "The Girl from Nowhere," by Mrs. Baillie-Reynolds; "The Road to Avalon," by Coningsby Dawson; "The Book of Carlotto," by Arnold Bennett; and a new humorous book by J. J. Bell, after the order of "Wee Macgregor" and "Oh! Christina." In general literature

there will be: "The Round of the Clock," a book of exquisite essays by Sir William Robertson Nicoll; "The Lighter Side of My Official Life," being an insight into the workings of Scotland Yard by Sir Robert Anderson; first volume of the complete works of Emily Brontë, edited by W. Robertson Nicoll and Clement Shorter; "The Life of a Foxhound," by John Mills, with pictures in color by J. A. Shepherd; and "The Commonsense Collector," by F. Frankfort Moore. In the religious and theological field some exceptional books will be found, notably: "Souls in Action," by Harold Begbie, author of "Twice-Born Men;" "The Early Letters of Marcus Dods;" "The Prayers of Jesus," by Rev. Len G. Broughton; "New Testament Evangelism," by Rev. T. B. Kilpatrick; "The Fear of Things," by Rev. John A. Hutton; "Ephemeræ Eternitatis," by Rev. Dr. John Kelman; "In the Cloudy and Dark Day," by Rev. George H. Knight. Several important volumes will be added to their very successful series of 50-cent reprints in the *Hodder & Stoughton Library*. Missionary books calling for mention would be: "John G. Paton: Later Years and Farewell;" "The Church of Christ in Corea," by Malcolm C. Fenwick; "With Christ in Russia," by Robert Sloan Latimer. Two books of travel by William Eleroy Curtis will be issued in the spring and early summer: "Turkestan: the Heart of Asia;" and "Round About the Black Sea." For the fall of 1911 this house is making extraordinary preparations, having expanded its line in all departments.

Travellers: J. W. Corrigan (New York, Philadelphia, Boston and other eastern cities); R. N. Hays (South, Middle West and New England); H. R. Drake (Pacific Coast, Chicago, and special representative of the religious and theological lines); F. C. Bartleman (New York State, New Jersey, Pennsylvania, etc.); Hector Macleod (Canada).

DOUBLEDAY, PAGE & Co. announce a list of spring publications of wide variety and character. They have secured a new novel by Ellen Glasgow, "The Miller of Old Church," a story of contemporary people whom she knows well; and for March is scheduled another of E. F. Benson's delightful character study novels; "Joyce of the North Woods," by Harriet T. Comstock; a new novel by the popular Williamson couple, "The Golden Silence," something absolutely different from anything they have yet produced; "The Coward of Thermopylae," by Caroline Dale Snedeker, a new writer, a stirring story of the Golden Age of Greece; "Fenella," by Henry L. Stuart, author of "Weeping Cross," a novel which deals with the eternal varieties of human life; another mystery story by Maurice Leblanc, entitled "813;" and "The Vanity Box," by Alice Stuyvesant, a story of mysterious murder and crossed love. The inimitable "Potash and Perlmutter," stories of Montague Glass, America's newest successful humorist, are now published by this house, and a second volume will appear this year. A new tale of thrilling adventure called "Two on the Trail," by Hulbert Footner, will make

this new author better known; and Agnes and Egerton Castle have written "Panther's Cub," which deals with the ambitions, triumphs, failures, loves and hates of a great opera singer. The new boy Leatherstocking will be found in a story by Ernest Thompson Seton, entitled "Rolf in the Woods;" while in "The Harvester" Gene Stratton Porter again attains the high mark of her former great successes, "A Girl of the Limberlost" and "Freckles." "A Comedy of Circumstance," by Emma Gavr ("Who Are Emma Gavr?"), starts with the interesting situation of a girl with a suit-case aboard a swiftly moving street car. In works of non-fiction Daniel Frohman's "Memories of a Manager" is a most entertaining chronicle of actors and plays during the past three decades as viewed from the inside. To the *Every Child Should Know* series a new volume, "Operas," is added. Four valuable books of a biographical nature are: "Reminiscences of General Basil W. Duke;" "Life and Letters of Moses Coit Tyler;" "Life of Andrew Jackson;" and "Chapters from My Experience," by Booker T. Washington, a continuation of his "Up from Slavery." The newest volume in Cale Young Rice's works is "The Immortal Lure." The late John LaFarge has given a key to the art beauties of all time in a splendid volume entitled "One Hundred Masterpieces." New books on nature and gardening by this house include three new additions to the *Garden Library*, entitled "Vines and How to Grow Them," "Chrysanthemums, and How to Grow Them," and "What England Can Teach Us About Gardening," by Dr. Wilhelm Miller. Also sure of favor are "Garden Planning;" "The Forester's Manual" (No. 2 of *The Boy Scout Series*, by Ernest Thompson Seton); three nature books by Chester A. Reed on "Birds," "Nature Studies—in Field and Wood," and "Camera Studies of Wild Birds in Their Homes;" and "The Cabin," a new volume by Stewart Edward White, full of nature and woodcraft and the sheer delight of the out of doors.

Travellers: Daniel W. Nye (Chicago, Boston, Pacific Coast and larger cities); Harold B. Earl (Middle West and New England States); H. C. Kinsey (South); Charles Schutte (New York City).

DUFFIELD & COMPANY must be hopeful of a stirring trade, for they have provided lavishly this season. No less than twenty novels are on the list. Mrs. W. K. Clifford's "Sir George's Objection" deals with heredity; H. de Vere Stacpoole in "Patsy" paints Ireland in his inimitable way; "The New Machiavelli," the story of English political life of the hour, is written by H. G. Wells. What more can be said? "The White Peacock," by D. H. Lawrence, has some of the power of Hardy description, and presents an extraordinary story of Paganism; J. E. Patterson's "Tillers of the Soil" pictures types and conditions of the upper farming class in England; and there is a translation by Louise Seymour Houghton of Henry Bordeaux' "The Parting of the Ways," with a young physician for hero, and its philosophy somewhat of a refu-

tation of Ibsen's and Nietzsche's doctrine of individual importance, for it aims at the best good of the entire race. Every novel the travellers carry should be examined, notably Katharine Tynan's "Princess Katharine" (Irish life); Mrs. Helen Mackay's "Half Loaves" (England and Italy); "The Vintage," by Joseph Shorts (continuing some of the characters of "The Black Sheep," but not a sequel in any sense); and Lord Bellinger," by Harry Graham (cares of a modern English peer). In non-fiction the list is also long and strong. There is a second series of the "Letters of Edward Lear," edited by Lady Strachey, in which the author of the "Nonsense Book," which cheered the whole world, describes meetings with Tennyson, Queen Victoria and King Edward VII.; Montrose J. Moses makes a study of "Maurice Maeterlinck," whose message to the world of love and earnest purpose is spreading daily; and William M. Colles offers an interesting work on "Success in Literature" which is full of practical hints. "The Growth of London," by Norwood Young, studying the effect of his London environment on the early life of Napoleon; "The Face of Manchuria, Korea, and Russian Turkestan," by E. G. Kemp (four months' travel last year); and "The Real Captain Kidd," by Sir Cornelius Neale Dalton, are all full of facts, and Napoleon and Captain Kidd are certainly pictured in a new light. Mary Austin's Indian play, "The Arrow Maker," produced at the New Theatre (New York City), is ready; Stacpoole has a volume of "Poems and Ballads," and there is a posthumous collection of poems by Harold Symmes, the young Californian of so much promise. "Auction Bridge," by Annie Blanche Shelby, is authoritative, and her "Standard Whist" has been included in *Draper's Self Culture Series*, approved by the Commissioner of Education of New York State. To the *Shakespeare Classics* are added "Apolonius and Silla," the source of "Twelfth Night," and "The Menæchmi," the original of "The Comedy of Errors." In the *Old Spelling Shakespeare* there will be Parts I and 2 of "King Henry V."

Travellers: S. McL. Loweree (Boston, Philadelphia, some cities in Central West); C. W. MacQueston (Pacific Coast, South and New England).

E. P. DUTTON & Co. are best known among the trade as the agents for the famous Ernest Nister line of calendars, cards and illustrated books, as representatives of J. M. Dent & Sons, Ltd., in America, as publishers of *Everyman's Library*, *Temple Shakespeare*, *Temple Classics* and *Temple Primers*, etc., and as American representatives of George Routledge & Sons, Ltd. E. P. Dutton & Company also publish standard miscellaneous works and many juvenile books.

Travellers: Le Baron D. Scribner; Mortimer Douglas; H. W. Harris; G. V. Seiffert; W. C. Becker; D. W. Brintnall (New England territory); H. C. Foster and W. H. Foster (Middle West); Edward J. Chess (Pacific Coast).

DANA ESTES & COMPANY announce some very attractive books for early publication. "Frank Brangwyn and His Work," by Walter Shaw-Sparrow, deals with every phase of the artist's work—oil and water colors, tempera-painting, sketches, etchings, designs for furniture, etc., all illustrated, some in color, the rest in collotype; "The Dog Lover's Book," pictured by Edwin Noble, with a preface by Major Richardson, tells all about dogs; "For Her Namesake" is an anthology of poetical addresses by devout lovers to gentle maidens, edited by Stephen Langton; "Talleyrand the Man," from the French of Bernard de La-combe, contains a full account from hitherto unpublished sources of the great diplomatist's private life and final reconciliation with the church; "A Modern Outlook, Studies of English and American Tendencies," by J. A. Hobson, vol. I, full of keen perception on life and letters, the woman of the future, politics and many other things; three volumes are to be added to the *Beautiful England Series*, a series which well deserves the success it has met with; the new titles are "Cambridge," by Noel Barwell; "Norwich and the Broads," by Walter Jerrold, and "The Heart of Wessex," by Sidney Heath; George D. Abraham's "British Mountain Climbs," is the record of the personal experience and exploration of an expert, telling exactly where, what and how to climb in Britain, with many illustrations, making the book a conveniently small and concise guide to all the rock climbs of England, Wales and Scotland, including Skye; uniform with this last named book is "Swiss Mountain Climbs," in which the same author treats in a similar way of the Alps; three books are in preparation for the *Rambler Series*, each of which will have about forty illustrations in color and from photographs; the volumes are "Rambles in Ireland," by Robert Lynd; "Rambles in the Black Forest," by I. A. R. Wylie; and "Rambles in the French Chateau Country," by Frances M. Gotling; the list closes with "A Book of Nimble Beasts," by Douglas English, who has taken over two hundred illustrations, photographs of living animals which appear in this work, making a most remarkable series of nature pictures.

Travellers: C. A. Caldwell; A. D. MacMullen; Ewart C. Caldwell; James F. Weston.

R. F. FENNO & COMPANY have added to their list all the books published by the Progress Company, of Chicago, devoted to metaphysics, business, physical well-being, etc., making now the largest list on the market on these subjects. They will continue their lines of popular copyrights, gift books, juveniles, handbooks, new fiction, etc., and act as agents for the *Books for Home Study* and for Spon & Chamberlain.

Travellers: F. M. Buckles (New York); Laurens Maynard (Pacific Coast); Selden W. Anderson (South); George D. Platt (West); J. Ray Peck (East); G. D. Addingley (local); R. F. Fenno (Chicago); McLeod & Allen (Canada).

DESMOND FITZGERALD, INC., call attention especially to the Irish legend, "Wurra-

Wurra." The keynote of the legend is, "Ye've only to whisper your troubles into the blissed ear of Wurra-Wurra an' they'll all fall from ye, lavin' ye clane an' peaceful in your right mind." This book will be published on March 17 and all good Irishmen will be interested in it. "Thurley Ruxton" will be our important novel of the spring. It is written by Philip Verrill Mighels, whose last novel, "The Furnace of Gold," was very successful. "The Untamed" is a collection of stories of Arizona and Texas which have received wide praise as they appeared in the magazines.

Traveller: Desmond Fitzgerald (all large cities).

H. K. Fly Co. believe they have the answer to H. B. Wright's "Calling of Dan Matthews" in Alexander Corkey's "The Victory of Allan Rutledge." Two continents are ringing with discussion of Mr. Wright's picture of a battle of souls, and this answer has started on a long run also. It is selling big; look out for it.

FORBES & COMPANY'S spring list will include "Americans All," by John Merritte Driver, a stirring story of the Civil War, which will be distinctive among novels of the period in its presentation of "border region" conditions and in its intimate consideration of the character and personality of Jefferson Davis, with whom the author was closely associated. Fred Emerson Brooks, the humorist-poet, will offer to quench the present thirst for toast books with a collection of ninety original toasts in verse, to be entitled "Buttered Toasts." Two books of great merit that will be made in attractive gift form will be "To Mother" and "The Twelfth Christmas," by Marjorie Benton Cooke. "Human Confessions" is a collection of practical essays on life that are fresh in thought and style, written by Dr. Frank Crane. "God and Democracy," by the same author, will be an original view of deity. "The Life of Governor John A. Johnson," by Day and Knappen, of which thirty thousand have been sold in the few months since publication, will be made in a new trade edition. "The Saints and Sinners Calendar" will be offered for 1912, its fifteenth year.

Traveller: Edwin S. Gray, partner.

FUNK & WAGNALL'S COMPANY'S list for the early part of the year includes "Lights and Shadows of Life on the Pacific Coast," by former Congressman S. D. Woods, who went out to California by way of Cape Horn as a child with his parents in 1849, and has since spent his life there, and the volume contains recollections of peculiar interest as effecting the growth of the country and the prominent men who have contributed to it; "The Young Man and His Problems," by James L. Gordon, a brother to Ralph Connor, the novelist, is a book dealing, in a helpful and inspiring way, reinforced by anecdotes of great men, with the work that lies before young men at the threshold of life; "Fundamentals in Education, Art and Civics," by Professor George Lansing Raymond, is a volume by an eminent teacher, for many years at Princeton and later at the George Washington University,



THEO. A. JASPER

Representing the A. L. Burt Co.

THEO. A. JASPER, who represents the A. L. Burt Co. so creditably, was formerly for nearly a quarter of a century in the employ of Harper & Brothers. He had charge of their city department and for a number of years also travelled the South and Middle West. His associate in those days in representing the Harpers was the late Col. John H. Ammon. The importance of their line could in no wise be measured by excess baggage. When they came to town the bookseller was all ready with his order in anticipation of their coming, and life was thus a light round of simple pleasure. Mr. Jasper travels more strenuously now in these more strenuous days, covering for the hustling house of Burt the Middle West, Washington and Baltimore, and a well covered territory it has been, too, for the past nine years.

dealing with vital problems in the life of our times; "A Text Book of Gynecological Surgery," by Comyns Berkeley and Victor Bonney, is an elaborate and important contribution to the literature of a great branch of the surgical art, with nearly 400 black and white illustrations and 16 colored plates; a new story by Florence Morse Kingsley, in the *Hour Glass Series*, is entitled "The Return of Caroline;" "Daniel Webster: a Vindication, with Other Historical Essays," by Professor William Cleaver Wilkinson, of Chicago, is regarded by the author as one of his most important books and notable as an assault on a certain invincible obstinacy of unbelief respecting Webster that persists in some minds; "The New Schaff-Herzog Encyclopedia," volume ix, of which Dr. Samuel



SAMUEL McL. LOWEREE

Representing Duffield & Company.

SAMUEL McL. LOWEREE, chief of the staff of the salesmen of Duffield & Company, started in the publishing business in the New York office of Rand, McNally & Co. From there he went to Harper & Brothers in which house he was until two years ago senior salesman. As a young man and eager for widening fields and an opportunity to "climb up," he accepted, in 1909, the office of treasurer of the corporation of Duffield & Co. and at this post has since managed the sales department of this growing business. He has a wide personal popularity throughout the trade.

Macauley Jackson is editor-in-chief; "Encyclopedia of Illustrations," an entirely new and important work which has been for many years in preparation by the editors of *The Homiletic Review*, Robert Scott and William C. Stiles; "What is This Universe?" is a brief and effective reply to Haeckel's "Riddle of the Universe," by a German scientist who is thoroughly familiar with Haeckel's work. He vindicates the foundations of a Christian and theistic faith against the theory of monism.

Travellers: Laurens Maynard (Far West and Pacific Coast); David J. O'Connell (for New England, Eastern and Middle Western States to Colorado).

SAMUEL GABRIEL SONS & COMPANY is the newest corporation in the art publishing field. Its official business bow was made with the opening of the new year in very attractive headquarters at 74 and 76 Fifth Avenue, New York. The many years' experience of Mr. Gabriel and his staff in the art publishing

world have equipped him and his associates with a keen knowledge of trade demands in every section of the country, and, following a plan to present an array of attractive goods that will not bewilder the buyers numerically, but rather appeal to their good taste and best judgment, they have prepared a series of new and artistic toy books, conceived and executed here in America, dainty Christmas cards and letters, calendars, birthday mementos, autograph, stationery, and other things designed to command not only the attention of the seasoned buyer, but what is most important to please and perfectly satisfy the demands of the ultimate consumer.

Travellers: W. B. Walker (territory west of Chicago); R. W. Ballard (New York and the Middle West); Edgar Wehle (New England); Arthur Gabriel (the South).

THE GRIFFITH & ROWLAND PRESS (American Baptist Publication Society) announce the following books for spring publication: "Script and Print," by Philip L. Jones, book editor of the American Baptist Publication Society, a practical primer for use in preparation of manuscript and proof, a small book but covering a great deal of ground which has grown out of the experience of more than twenty years; "The Jaws of Death," volume 3 in the *Young Mineralogist Series* for boys, by Professor Edwin J. Houston "A Key to the New Testament," by Rev. Dr. Alvah S. Hobart, has as one of its chief values that in a plain, straightforward manner Dr. Hobart gives, as the title-page of the book suggests, the key to portions of the divine word which are more or less enigmatical. "Baptist Confessions of Faith," by Rev. Dr. W. G. McGlothlin, Professor of Church History in the Southern Theological Seminary, will be of great interest to the student and the antiquarian.

Travellers: The American Baptist Publication Society are represented by their agents in Philadelphia, Boston, Chicago, St. Louis and Toronto, Canada; also by the Baker & Taylor Company and George W. Jacobs & Company.

GROSSET & DUNLAP open the new year with a long list of big sellers added to their *Famous Copyright Fiction* at popular prices. "The Music Master," by Charles Klein, heads the list. This is the play in which Dave Warfield scored such a triumph. Margaret Deland is on the list for another Old Chester story, "Doctor Lavendar's People;" and Thomas Dixon, Jr., is represented by "Comrades," a caustic study of a socialistic community. The subject is of a good deal of interest just now, and Dixon's opinions are always worth reading. Two of William J. Locke's novels are on the list: "The Usurper" and "Where Love Is." They are both stories of social life in London, with numerous clever studies of men and women in the stress and temptation of our over-civilized age. "She That Hesitates," by Harris Dickson, is the story of a princess; "Like Another Helen," by George Horton, is the story of a lovely Greek; and "The Scarlet Empire," by David M. Parry, is about the adventures of a New

York man in a community of Socialists. "The Yoke," by Elizabeth Miller, is a story of the days when the children of Israel were delivered from the bondage of Egypt. It is called the greatest biblical romance since "Ben Hur." Mary Wilkins-Freeman is represented by "Doc. Gordon," an absorbing mystery story; and Klein and Hornblow's "The Third Degree," an exposé of the methods of the Police Department comes next. "The Thirteenth District," by Brand Whitlock, the "reform mayor" of Toledo, Ohio, is one of the most important among these "big sellers." Another story of political life is "Coniston," by Winston Churchill; "Happy Hawkins," by Robert Alexander Wason, is a rousing story of cowboy life; and "Bruvver Jim's Baby," by P. V. Mighels, is another western story telling of mining camp life and how the camp adopted the baby. Robert Barr's "A Rock in the Baltic" comes next, and then the virile Indian stories of Owen Wister, "Red Men and White." Extra care has been expended in making this first display of 1911 a superb showing as to literary value and mechanical make-up. The covers, jackets and illustrations make a most beautiful and effective color display. The juvenile line will be improved in many ways, especially *The Rover Boys Series*.

Travellers: John H. May (the larger cities of the Middle West); Edward P. Dunlap (the West as far as the Dakotas); Philip Grosset (South and Middle West); G. W. Grosset (New York State, Pennsylvania and South); Samuel A. Jenkins (New York City and New England); Harry Britton (the South); Desmond FitzGerald (the Pacific Coast); and McLeod & Allen (Canada).

THE HAYES LITHOGRAPHING CO. have added many new series to their long list of presentation and juvenile booklets. These booklets are all done in lithography and are very appropriate for presentation purposes. Barse & Hopkins are sole selling agents of this line.

Travellers: J. H. Hopkins, Charles B. Nourse, Thomas J. McLaughlin and D. W. Chatterton.

HARPER & BROTHERS have eight new novels on their spring list, and three new volumes in their popular *New Thin Paper Edition—Pocket Size*, of Thomas Hardy's best-known works. The new stories are: "The Married Miss Worth," by Louise Closser Hale, a story of stage life and people by an actress playing at present at the New Theatre, who is known as the author of "The Actress;" William Dana Orcutt's "The Lever," a story of the business world; "The Unknown Lady," a tale of Bohemian Paris, artists great and small, musicians, models and students, by Justus Miles Forman; "The Skipper and the Skipped," a humorous story of a retired sea captain who takes up his abode in an inland village, told by Holman Day; "Keeping Up with Lizzie," by Irving Bacheller, relates how an entire town tried to live up to the standard of elegance set by Lizzie, daughter of Samuel Henshaw, grocer; "The Making of a Fortune," by Harriet Prescott Spofford, is the narrative of "honest Jack Aversleigh," Wall



GEORGE V. PRICE

Representing Harper & Brothers.

GEORGE V. PRICE, the seasoned representative of Harper & Brothers came from Maryland to Franklin Square nearly forty years ago when a mere lad. After a period of schooling in the famous old house, he left it to study medicine in the medical department of the University of New York, from which institution he received the degree of M.D. The profession, however, did not appeal very strongly to his tastes and he subsequently returned to his first love, filling various posts within the Harper house until, in 1901, he became a "seeker of trade in the highways." During the past ten years, "Doc" Price, as he is popularly known, has in turn travelled the South, the Middle West, afterwards the Coast, and is now Harpers' representative in the principal cities. In his time he has met and made friends with many of the distinguished authors whose names are in the catalogues of his firm. There are not many among the travellers who measure up more fully than he does in loyalty and enthusiasm for the part he plays in the circulation of good literature.

Street manipulator and his wife, years younger than himself, and how misfortune brought them together; Alice Barber Stevens has made the illustrations for this book; "Fortunata," by Marjorie Patterson, is the history of a good-humored and likable adventuress, an Italian Becky Sharp, who finds difficulty in living up to the part of the unsophisticated woman her husband believes her to be; and William Samuel Johnson's "Glamourie," a novel with the scene laid in Paris, and an eloquent, magnetic hunchback, his beautiful



JOHN C. HILL

Representing the Dodge Publishing Co.

JOHN C. HILL, of the Dodge Publishing Co., for the past eight years has represented his firm in almost every city of the United States and Canada. Each season he pushed into new territory blazing a business trail with his attractive line, the next year surrendering these fresh fields to some new member of the increasing sales force of his house. "Jack" Hill, as he is known to his many friends, started early with the United Presbyterian Board of Publication in Pittsburgh and worked his way up to the head of its retail department. The practical experience here gained together with a capacity for hustling work, which is his star asset, eminently qualified him for the post with the Dodge Publishing Co., which he accepted in January, 1903. He will cover this year the principal towns of the Pacific slope and the larger cities east of the Mississippi. He frankly tells you he loves his life work, a confession that easily marks the man of untiring push and deep grounded enthusiasms.

girl cousin, and a reserved New Englander as the three sides of the emotional triangle. In non-fiction this firm offers H. M. P. Eckhardt's "A Rational Banking System," discussing present errors in our system and suggesting remedies; "The Expert Waitress," by Anne Frances Springstead, is a manual for pantry, kitchen and dining-room; Sebastian Hensel's "The Mendelssohn Family" gives a vivid picture of one of the most remarkable musical families that ever existed; and a baseball story for boys, "The Young Pitcher," by Zane Grey, who was at one time a professional baseball player.

Travellers: George V. Price (all the large cities of the country as far West as St. Louis); H. V. Patterson (the Pacific Coast, some of the Middle West and New England); Adam Burger (the South, Middle West, and the smaller cities of Pennsylvania and New York State).

A. J. HOLMAN & Co. announce many changes, additions and improvements in their line for 1911. With these new additions the Holman Bibles will now be made in all sizes and styles to meet every requirement from the smallest to the largest, the cheapest to the best, the child to the patriarch; and each individual book has been planned and created with a view to being the best of its kind. Their well-known lines of "Family and Pulpit Bibles" are also made in all possible forms, to meet the needs of every purpose from the humblest home to the most magnificent temple of worship. A new edition of their "Pronouncing Family Bible" in large expanded 20th century De Vinne type has recently been issued on fine imported paper.

Travellers: A. J. Hilt and J. R. Houston.

HENRY HOLT & COMPANY'S preliminary spring list includes important books for which there is liable to be a demand exceeding that for most novels. Conspicuous among them stands the long-awaited "Creative Evolution," by the famous Frenchman, Henri Bergson, translated by Arthur Mitchell. The late William James said: "If anything can make hard things easy to follow, it is a style like Bergson's. . . . It tells of reality itself." Other of their works in the field of popular psychology, etc., will be Frank Podmore's "Newer Spiritualism;" L. P. Jack's "Alchemy of Thought;" President David Starr Jordan's "Stability of Truth;" and Helen R. Albee's "The Gleam," a spiritual autobiography. In the field of biography, history, etc., they have started the year with Dr. Frederick A. Braun's "Margaret Fuller and Goethe" and "The Turner Essays in American History," dedicated to Professor Frederick Jackson Turner by his various former pupils who have written them, a translation of Novicow's remarkable little book, "War and Its Alleged Benefits," which make a telling plea for peace. These will be followed in March by "A Philadelphia Lawyer in the London Courts," written and illustrated by Thomas Leaming, of the Philadelphia bar; "Letters That Live," compiled by Laura E. Lockwood and Amy R. Kelley; and new single volume editions of Miss Clara Crawford Perkins's two books, "French Cathedrals and Chateaux" and "The Builders of Spain," each with 64 full-page illustrations; new editions for general readers of Hazen's "Europe Since 1815" and "Old Testament Narratives," edited by Dr. George H. Nettleton, of Yale. Other noteworthy books for early issue include "Some Forerunners of Italian Opera," by the famous critic of the New York *Sun*, W. J. Henderson; "Three Lays of Marie de France," retold in English verse by Professor Luquiens, of Yale; a new edition in one volume of Auerbach's famous novel, "The Villa

on the Rhine;" and for the young folk "The Quietness of Dick," a spirited story of English life by R. E. Vernede; "Half a Hundred Hero Tales," which is probably the most comprehensive book of its sort for the young and is well illustrated; and a new edition of Champlin's popular "Young Folks' Cyclopædia of Persons and Places," brought up to date with 1000 new titles. Henry Holt & Company feel they can congratulate themselves on having on their list at the same time three novels as successful as "Jean Christophe," "An Affair of Dishonor," and "Phoebe and Ernest."

Travellers: Alfred Harcourt (east of the Mississippi); Desmond Fitzgerald (west of the Mississippi and on the Pacific Coast).

HOUGHTON MIFFLIN COMPANY take pleasure in announcing that all volumes of fiction will be published this year, as last, at net prices, and they are glad to be able to offer an exceptionally attractive list of books for publication during the spring. Among the novels will be "The Long Roll," by Mary Johnston, a striking Civil War story; "Robinetta," by Mrs. Kate Douglas Wiggin and the same associates who collaborated with her in "The Affair at the Inn;" "Queed," by Henry Sydnor Harrison, a remarkable first novel; also books by Mary C. E. Wemyss, author of "The Professional Aunt;" Jeanette Marks, Mary Heaton Vorse and Gardner Teall. In reminiscent vein there will be "My First Summer in the Sierra," by John Muir, illustrated by photogravures and sketches by the author; "Reminiscences of an Athlete," by Ellery H. Clark, twice all-round athletic champion of America; and "A Year in a Coal Mine," by Joseph Husband, a true narrative of toil and disaster experienced by a young college graduate. As striking additions to biographical literature the publishers will have "John La Farge," by Royal Cortissoz, an intimate memoir and study by a friend of twenty years' standing; "Harriet Beecher Stowe: the Story of Her Life," an absorbing centenary biography by her son and grandson. Important contributions on religious and economic subjects, volumes of essays, poetry, travel and description complete a list of more than ordinary prominence.

Travellers: Frank Bruce (New York, Chicago and Philadelphia); H. S. Elliott (Middle West and Pacific Coast); W. D. Love (Boston); W. B. Pratt (East, South and Canada).

B. W. HUEBSCH's new books will include "The Sixth Sense," by Bishop Charles H. Brent, of the Philippine Islands, whose visit here last fall is well remembered in church circles (the new book will appear in *The Art of Life Series*); "Legal Doctrine and Social Progress," by the late Frank Parsons, who was the author of many well-known books, Professor of Law at Boston University; "Pay Envelopes," a volume of short stories by James Oppenheim, whose novel, "Wild Oats," is attracting an ever widening audience." "Sidelights on Contemporary Socialism" is by John Spargo, whose pre-

eminence as a writer on Socialist topics will scarcely be disputed. The book consists of three elaborate addresses touching on vital problems of modern Socialism. Other new books on this list will be announced later.

Travellers: Frederick Hope and C. W. MacQuestion.

HURST & COMPANY came just at the right moment last year when they entered the copyright field with their *Boy Aviators' Series*. Six of these thrilling airship books for boys are now ready, and the boy aviators are heard of "In Nicaragua;" "On Secret Service;" "In Africa;" "In Record Flight;" on "Polar Dash" and in "Treasure Quest." Another irresistible claimant of popularity is the *Boy Scout Series*, in which Lieutenant Howard Payson will tell the boys live tales of live happenings, beginning with "The Boy Scouts of the Eagle Patrol." The Hurst catalogue contains a generous list of new copyrighted boys' and girls' books, and many other offerings for this season's trade. A new line of "Rag Books" at low prices are added to the Hurst list. The cloth is of the best; the colors are fast and free from infection, and their indestructible and hygienic qualities appeal to all providers for the little folks. About sixteen of these are now ready, with bright pictures and just the reading matter to fit them. Liberal discounts to the trade make it possible to push this line in every locality.

Travellers: Lee R. Matlack, L. M. Levy, George D. Hurst. Reilly & Britton Co. represent them on the Pacific Coast and in the Middle West; McLeod & Allen are their Canadian representatives.

GEORGE W. JACOBS & Co. will publish about April 1 "Quaker Ben," a new novel by Henry C. McCook, D.D., author of "The Latimers," "Tenants of an Old Farm," etc., a story of Pennsylvania in colonial times. They will also publish at the same time a new novel of Western life by Ridgwell Cullum under the caption "The Trail of the Axe." Mr. Cullum has already had successes in "The Watchers of the Plains" and "The Sheriff of Dyke Hole," and this, his third book, which is undoubtedly his best, is already assured of a large sale. Clarence Underwood is making the picture for cover and color frontispiece. There will also be a new volume in the *American Crisis Biographies*, "The Life of William Lloyd Garrison," by Lindsay Swift, author of "The Life of Benjamin Franklin." This will be followed by "The Life of Thaddeus Stevens," by Professor J. A. Woodburn. "The A B C of Collecting Old China," by J. F. Blacker, will be the third volume in the series which already includes "The A B C of Collecting Old English Pottery" and "The A B C About Collecting." They have also in preparation a very important series to be known as "The Washington Square Classics." This series includes the best of standard children's literature, illustrated by the best artists. They have planned to publish this year Stevenson's "Treasure Island;" Hawthorne's "Wonder Book" and "Tanglewood Tales," and Sew-

ell's "Black Beauty." All new books on their list, including fiction and juveniles, are to be made net.

Travellers: George W. Jacobs (East); D. L. Macrae (New York and Middle West and Pacific Coast); E. M. France (South and Middle West, also New England).

WILLIAM R. JENKINS COMPANY have several books that will sell at sight among the people that are going to travel, and especially are going to travel to France this summer. "En Voyage," by T. M. Clark, is a very practical collection of conversations in French and English adapted to the use of tourists and classes, not dwelling on grammar troubles at all, merely making familiar the phrases travel makes necessary; "French for Daily Use," by E. P. Prentys, is a little classic of its kind; and "The Complete Pocket Guide to Europe," to which such a man as Edmund Clarence Stedman and his son gave an interested and competent attention, is once more "up-to-date" for 1911. While waiting for the ship to sail all prospective travellers should spend some evening playing "Connaissez-vous Paris?" "Divided Proverbs," "Citations des Auteurs Français," and other sources of information in the form of games on the Jenkins list.

MITCHELL KENNERLEY has a line of books that appeal to cultured, thinking people, whether they come properly accredited by big names and severe method of presentation, or whether they are garbed as fiction, which by fiction readers may sometimes not be recognized as the vital messages they represent. This year his line again shows books that must live.

Travellers: Warren F. Melling (Eastern States); Laurens Maynard (Pacific Coast and Canada).

THE LAMB PUBLISHING COMPANY, 225 Fifth Avenue, New York, take pleasure in calling the attention of the trade to their large and complete list of *De Luxe editions* of sets of books, comprising both standard as well as miscellaneous authors. The *World's Greatest Books* of 60 volumes, "sold separately," has proved itself to be one of the best items in any bookstore from a point of profit and steady selling qualities, as the list of titles are of such a nature that they are in constant demand, and we feel confident it would be to our mutual advantage for the trade to keep a complete stock of these books on hand at all times.

Travellers: S. G. Rains (Middle West and Canada); Arthur W. Caldwell (South and New England).

JOHN LANE COMPANY have given their travellers a fine lot of books to take with them, for every title tempts the bookman. "Cecil Rhodes: His Private Life," by his private secretary, Philip Jourdan, presents the masterful empire builder in a new attractive light of personality and makes good for all time his devotion to the British empire; "Noble Dames and Notable Men of the Georgian Era," by John Fyvie, presents six character sketches that stand out in bold re-

lief; "Seymour Hicks" tells autobiographically of twenty-four years of an actor's life; and "Brahms," by J. A. Fuller-Maitland, is the newcomer in the very popular *New Library of Music Series*. There is a strong line of fiction: "Compensation," by Anne Warwick, is the romance of a young American girl in political, diplomatic and social life; "The House of Serravalle," by Richard Bagot, with scene in Rome, shows the old sure touch in laying bare the schemes of the priest, the doctor and the lawyer who are plotting against the Duke of Serravalle; "Demeter's Daughter," by Eden Phillpotts, again a tale of Dartmoor, pictures the self-renunciation of a mother for her children and their worthless father, and the talented author dedicates his book to William Dean Howells; in the "Sinner of Israel" Pierre Costello weaves a romance of modern Jewish life; "The Red Lantern," by Edith Wherry, is said to be a true story of the Boxer uprising in China; "The Sins of the Children," by Horace W. C. Newte, is a study in social values with the heroine a girl educated beyond her father's social position; and one of Hugh de Selincourt's ever popular tales, entitled "A Fair House." "Land Problems and National Welfare," by Christopher Turner, deals with the questions now occupying all thinking men and women; "The Silence of the Moon" is a volume of essays by H. B. L. Webb, which go back to the first pagan love of nature; and "Feminine Influence on the Poets," by Edward Thomas, gives sketches of the mothers of the best-known poets—Cowper, George Herbert, Pope, Gray, Blake, etc. The Lane books come from England, but a nice taste and sure judgment has selected what they are bringing to America for this season.

Travellers: Charles A. Canner (western large cities, also Toronto); Charles G. Giffin (New England, New York, Pennsylvania, Baltimore and Washington, also entire New York City trade); August Gears (Southern and Pacific Coast territory).

J. B. LIPPINCOTT COMPANY announce for early spring publication the reminiscences of Carmen Sylva (Her Majesty Queen Elisabeth of Roumania), to be issued under the title of "From Memory's Shrine." In the preface of this remarkable book Her Majesty writes: "I am about to throw open the sanctuary I have so long jealously guarded from the world—a private chapel within whose niches my memories are enshrined." Of equal importance is "The Capitals of China," by William Edgar Geil, the author of "The Great Wall of China," a noted explorer whose researches have extended to Africa, New Guinea and China, and whose most recent and most herculean task was the making of a visit to each of the several capitals of the eighteen provinces of China, mapping out their sites, and collecting on the spot their topographical treasures, a mass of literature destined to form the basis of a Chinese library; and "A Short History of the United States Navy," written by Captain George R. Clark, U. S. N., and others connected with the navy, has as chief object to present a

record of exactly what happened without personal, sectional or national prejudice, and to record naval affairs from a professional rather than a picturesque point of view. The Lippincott's fiction list for this spring contains a selection of unusually good novels by well-known authors who have already achieved success. Caroline Lockhart's unusually virile western novel, "Me-Smith," with wonderful illustrations by Gayle Hoskins, opened the season; followed by a new detective story, "The Gold Bag," by that versatile genius, Carolyn Wells, author of "The Clue." Mrs. Grace Livingston Hill Lutz, who won great popularity through "Marcia Schuyler" and "Phoebe Deane," is represented by a new novel of the same period, "Dawn of the Morning;" and John Reed Scott has returned to modern times and this country in his forthcoming novel, "In Her Own Right." Last, but not least, is a new novel by Will Levington Comfort, author of "Routledge Rides Alone," a story still gaining in sales and winning enthusiasm, entitled "She Buildeth Her House," which for plot intensity, dramatic heights and masterly handling sets a high mark for American novel production. In view of the wide-spread interest (which is general throughout the world) in the Boy Scout movement, the announcement of an authoritative book should be received with interest by the trade. Rupert Sargent Holland has written a story full of the flavor of the woods and water and packed with wholesome adventure, entitled "The Boy Scouts of Birch Bark Island." It follows the rules of boy scouting as laid down by General Baden-Powell and Ernest Thompson Seton, and will be issued shortly.

Travellers: Horace S. Ridings (East and large cities of the Middle West); Thomas H. Clagett (Southwest, Canada and Pacific Coast); and Herbert M. Gaskill (South and Middle West).

LITTLE, BROWN & Co. have a particularly strong list of spring fiction, headed by Jeffery Farnol's romance, "The Broad Highway," which went into a fourth edition in this country in advance of publication. They are the only authorized American publishers of E. Phillips Oppenheim and Anthony Partridge; and Oppenheim's "Berenice" and Partridge's "The Golden Web," two January novels, now rank with the best sellers. John Trotwood Moore's novel of Tennessee life, "The Gift of the Grass," is making an especially strong appeal to all who love horses, while Anne Warner's sprightly romance, "How Leslie Loved," with illustrations in color by A. B. Wenzell, is another early spring favorite. A story of the Oregon timber lands, "The Land Claimers," by John Fleming Wilson, a successful American short story writer, and Paul Leland Haworth's romance of the French and Indian War culminating in the capture of Quebec, entitled "The Path of Glory," both announced for April, should make a strong appeal. Anna Chapin Ray, best known for her romances of modern Quebec, has written in "A Woman with a Purpose" a story of married life, with



FLEMING H. REVELL, JR.

Representing the F. H. Revell Co.

FLEMING H. REVELL, JR., traveller for the Fleming H. Revell Company, graduated from Yale in the Class of 1907. He at once entered the business of which his father was the founder and has been the president ever since its incorporation. As a packer in the shipping department for several seasons he gained a "ground" knowledge of prime importance. As he aptly puts it he has been "on the inside looking out" and is now on the "outside looking in." For the past year he has had the New England and Middle West territory. This Spring he is booked to cover the far South and the Coast.

its scenes laid principally in New York City. Little, Brown & Co. are bringing out the work of a new author, Edna W. Underwood, who is said "to have rediscovered the lost art of Poe" in "A Book of Dear Dead Women." Mary E. Waller's 1910 novel, "Flamsted Quarries," now in its fourth edition, is reported to be selling better than ever. "The Wood-Carver of 'Lympus'" has just been reprinted for the 27th time. The new year began with the publication of *The Library Dickens*, printed from new plates and complete in 30 volumes at \$1 net per volume. A feature of this edition is the special reinforced library binding. Single stories are sold separately, and the Carnegie Library has already taken 250 volumes. The miscellaneous books this spring include the first two volumes in the important *Modern Criminal Science Series*, "Modern Theories of Criminality," by C. Bernaldo de Quirós, and "Criminal Psychology," by Hans Gross; "The Romance of Bookselling," by Frank A.



WILLIAM G. MARPLE

Representing Lothrop, Lee & Shepard Co.

WILLIAM G. MARPLE, who represents Lothrop, Lee & Shepard Co. in the South and Middle West, is a capable and forceful young man who began at the bottom with the old firm of Lee & Shepard exactly ten years ago and climbed upward step by step through the stock and shipping rooms to the position of billing clerk. Here he not only gained a complete knowledge of the line, which by this time had been doubled in size by the consolidation of Lee & Shepard with Lothrop Publishing Co., but secured an invaluable knowledge of the nature and volume of business to be looked for from each customer. Consequently, when the time came to go "on the road" he was thoroughly well-equipped to meet the trade, and his energy and uprightness completed an equipment which presaged success from the start.

Mumby, a work that will be of special interest to the trade; "The Mother of Parliaments," by Harry Graham; "Famous Speeches," edited by Herbert W. Paul; "Ancient, Curious and Famous Wills," by Virgil M. Harris; "Practical Salesmanship," by Nathaniel C. Fowler, Jr.; and "Brain Power for Business Men," by Annie Payson Call. The following additions have been made to the reprint fiction (75-cent list): "The Man Who Ended War," by Hollis Godfrey; "Three of a Kind," by Richard Burton; "A Royal Ward," by Percy Brebner; and "The Whips of Time," by Arabella Kenealy.

Travellers: George Sully; Andrew Pierce; Frank Jones (Canada from coast to coast.)

LONGMANS, GREEN & Co. will increase their strong line of Catholic books by the publica-

tion in the near future of a series of *Lives of the Friar Saints*, in which the biographies of twelve canonized saints of the Orders of St. Francis and St. Dominic are already under way. Two new books on aeronautics are noticed in the Longmans' announcement list of science publications. One is the authorized English translation of the recent German work by Lilienthal, which is considered a classic, as it contains a record of the important experiments made by the author and his brother on the relations between the form of the wing and wind pressure; the other a treatment of the elementary principles of dynamic flight, by three joint authors: the secretary of the Aeronautic Society of Great Britain, the editor of *Aeronautics*, and C. C. Turner, the author of several books on aerial navigation. Longmans, Green & Co. will have a particularly long list of Lenten books this year, including works by the Bishop of Delaware, the Bishop of Vermont, the Rector of St. James's Church, Chicago, and the Rev. E. E. Holmes, Hon. Canon of Christ Church, London. It is interesting to learn that the Bishop of London recommends each year some one noteworthy book to be read by laymen during lent. Mr. Holmes's book is the one selected by the bishop for 1911.

Travellers: Edward J. Vass (East and Middle West); Laurens Maynard (Far West).

LOTHROP, LEE & SHEPARD'S COMPANY's line for 1911 is well under way. On April 1 they will bring out a novel by the constant favorite, "Pansy," and some of the year's best juveniles, including one by George Cary Eggleston, a new *Dave Porter* book, by Edward Stratemeyer, and a new volume of the famous *Brick House Books* by Nina Rhoades. On September 1 they will issue a new novel by Harold Morton Kramer, whose success with "The Chrysalis" is fresh in mind; and a unique work of fiction by Frances Marian Mitchell, with its scene laid in the mountains of California. Their fall juveniles will be even more important than the trade and public have become accustomed to expect from this house. There will be a third volume of Francis Rolt-Wheeler's *U. S. Service Series*, which in interesting story form acquaints boys with the departments of our Government and has official sanction at Washington; and A. Neely Hall, whose "The Boy Craftsman" has become a standard for boys of mechanical tastes, will have a much more valuable book along the same line. A. T. Dudley will add another volume to his first success, the *Phillips Exeter Series*. Stratemeyer, Tomlinson, Brainerd, Eldred and Odell will be no less attractively represented than before. One book that will attract a great deal of attention is by Arthur Duffey, the undefeated ex-world's champion in the hundred-yard dash. He will tell the boys how to run and a good school story besides. Nina Rhodes will also have a fall book for older girls; and Amanda M. Douglas and Amy Brooks will continue their well-established lines. A new writer, Edna A. Brown, with exceptionally strong endorsement from libraries, will appear with a book

for older girls. They will also largely extend their lines of low-priced copyright books by putting in more titles by "Penn Shirley," Grace Le Baron and "Pansy."

Travellers: John E. Lander, New York City and East); L. W. Adams (Chicago and West); William G. Marple (South and Middle West).

JOHN W. LUCE & COMPANY'S publishing plans for this year embrace the usual variety of odd and attractive items for the book-lover and the iconoclast, the best literature of the modern drama, gay and festive nonsense books, additions to two of their important series, and a volume of jollification verse. As a companion to Henry L. Mencken's arrangement of "The Gist of Nietzsche" will be "The Gist of Schopenhauer," by Laurence Gomme. One or more volumes will be added to their *Pocket edition* set of "Ibsen Plays," issued in single volumes. Their publication of the works of the Irish dramatist and poet, J. M. Synge, includes this spring "The Aran Islands; "Kerry and Wicklow;" "The Tinker's Wedding;" and "Riders to the Sea." Under the title of "Masks and Minstrels of New Germany" will be put forth Percival Pollard's vivid picture of the progressive literary movement in Germany which is now attracting world-wide attention. In the nonsense line already issued this year is "Around the Clock with the Rounder," with over fifty startling Parisian illustrations in color. To their list of books to amuse will be added "Verse and Worse," by John E. Hazzard.

Travellers: Laurens Maynard (Pacific Coast); James Weston (South and Middle West); Ewart Caldwell (Southwest).

A. C. McCLURG & Co. announce for this spring an especially interesting list of new books. Their offering in fiction consists of five books, excellent stories all of them. "Love Under Fire," by Randall Parrish, is a story of the South in war time. Lawrence Perry, author of "Dan Merrithew," is represented by a fine story of love and intrigue called "Prince or Chauffeur?" "Bar—20 Days," by Clarence E. Mulford, affords the reader an opportunity to renew the acquaintance of nearly all the fascinating characters of that author's former well-known books. There will be a posthumous work from the pen of Will Lillibridge called "A Breath of Prairie and Other Stories," and also a fine thrilling story of the siege of Lucknow, called "Love Besieged." Of books devoted to music there will be two: "Old English Instruments of Music: Their History and Character," by Francis W. Galpin; and "Master Musicians," by J. Cuthbert Hadden. "From Rough Rider to President" is the title of a new biography of Theodore Roosevelt originally written in German by Dr. Max Kullnick and translated by Professor Frederick von Riethdorf. Under the classification "Historical" there will be two interesting and important books: "Gettysburg: the Pivotal Battle of the Civil War," by R. K. Beecham, one of the best short accounts of that battle ever written; and "The War Maker," by Horace Smith, containing



R. N. HAYS

Representing the George H. Doran Co.

R. N. HAYS, another Canadian who invaded "the States" and the American book field, had his first experience in the shipping room of The Pilgrim Press, Chicago, back in 1893. He remained with them in various capacities, resigning finally as manager, after a service of twelve years. He then started the second-hand and mail order business, now known as the Hays-Cushman Company, Chicago, but left that, and later was for two years in charge of the retail department of the Bobbs-Merrill Company, Indianapolis. After that he was the New York agent of the Presbyterian Board of Publication. Since their incorporation he has been on the selling force of The George H. Doran Company.

the adventures of one of the most famous soldiers of fortune of the past century, Captain George Boynton. Of current interest is General Hiram M. Chittenden's new book, "War or Peace: a Present Duty and a Future Hope." Another work of up-to-the-minute significance is "The Woman Movement in America," a short study of the struggle for equal rights in this country, written by Belle Squire. In the way of literary studies and compilations four books are offered "French Men, Women and Books," by Miss Betham-Edwards; "Frederick Nietzsche: the Dionysian Spirit of the Age," by A. R. Cragie; "The Humbler Poets," by Wallace and Frances Rice; and "The Lawrence Reader and Speaker," by Professor Edwin Gordon Lawrence. Three small novelty books: "The Soul of a Flower," by Sara A. Hubbard; "My Friend Will," by Charles F. Lummis; and

"The Gold Fish of Gran Chimu," also by Mr. Lummis, complete the line.

Travellers: Books only: F. L. Howell (Middle West, South, New England and Canada); Joseph E. Bray (East, in charge of New York office); S. L. Willard (Pacific Coast, in charge of San Francisco office). Books, stationery and fancy goods; J. H. Bryar (Colorado); C. R. Hewitt (Ohio and Indiana); H. O. Pinther (Michigan, Wisconsin and Minnesota); J. B. Stevens (Nebraska); C. H. Peckham (Iowa); T. S. Parish (Minnesota); Legan Horrall (Indiana); W. J. Maiden (Iowa and Illinois); Chester Bowles (Illinois, Iowa and Missouri); William Moerl (Wyoming, Montana, North Dakota); T. I. Humble (Michigan); C. E. Siler (Wisconsin and Illinois); Ralph P. Hale (Ohio); E. L. Frank (Missouri); Fred A. Riesemy (Kentucky, Tennessee and Mississippi); Orion Bowles (Texas and New Mexico); Raymond Hale (Ohio and Pennsylvania); Harry P. Pruner, (Virginia, West Virginia and Ohio); R. A. Rannells (Indiana and Michigan); G. N. Mills (Illinois); B. E. Hurst (Kansas); Arthur C. Moerl (Illinois); F. R. Hale (Ohio); C. E. Vinson (New Mexico, Texas, Arizona and Ohio); H. L. Yharra (Mexico); W. M. Allen (Idaho and Washington); C. L. Weyh (North Dakota and Minnesota); Irvin B. Weil (Missouri); M. L. Weil (California); A. L. Swinney (Arkansas).

DAVID MCKAY has ready a number of books for the spring trade. Many of these are additions to their deservedly popular series and maintain the high level already established. Housewives will welcome Fannie Merritt Farmer's "New Cook Book," in which menus for all special occasions such as Christmas, New Year, Fourth of July, St. Patrick's Day, birthdays, weddings, etc., are given particular attention; photographs of set tables illustrate the volume and should prove a helpful feature. A new, revised and enlarged edition of "The A B C of Bridge," by Eleanor A. Tennant, includes chapters on three-handed bridge, double dummy bridge, tournaments, cut-throat bridge, progressive bridge, and a number of other things which will be helpful to the player, whether novice or experienced. "Clif Stirling Behind the Line" is the latest volume in the *Clif Stirling Series*, telling of the youthful hero's experiences on the football team of Fairfield Academy. The *Vest-Pocket Series* has five new titles added to it: "English Self Taught for the French," by M. H. Hébert; "English Self Taught for the Germans," by W. von Knoblauch; "English Self Taught for the Italians," by G. Dalla Vecchia; "English Self Taught for Spaniards," by W. Chevob; and Dano-Norwegian-English and English-Dano-Norwegian Dictionary." Five new titles have also been added to the *Popular Hand-Book Series*: "Guide to Etiquette," by L. W. Sheldon; "The Key to Hypnotism," by Robert G. Ellsworth; "Dancing Without an Instructor," by Professor Wilkinson; "Women's Secrets, or, How to be Beautiful," by Grace Shirley; and "Lover's Guide to Love, Courtship and Mar-

riage," by the same author, completes the list. *Travellers:* Harry T. Harper; David and Alexander McKay.

McLOUGHLIN BROTHERS have this year added to their *Young Folks Standard Library* the following: "Undine," "Splendid Spur," "Margot and the Golden Fishes," "Child's Garden of Verses," "Half Hours with the Bible." These additions bring the total number of books in the library to 49.

Travellers: Joseph Callahan; Clarence Condit; Henry Eckel; W. J. Kelly; Charles E. Miller; Jerome Sullivan.

THE METROPOLITAN PRESS announce for early issue a historical tale of uncommon import in "The Souls of the Infinite," by Dr. S. E. Griggs, the theme of which deals with reincarnation, and the evolution of the soul of man from the dawn of history to the present day. A recent publication which deserves record among the best sellers are "The Rose Colored World and Other Fantasies," by Ethel Mary Brodie, a dainty volume of prose sketches suitable for gift occasions.

Travellers: William Rickey and T. A. Warburton.

THOMAS NELSON & SONS can supply the Nelson Bibles in the King James Version, edited and revised in 1611, and in the American Standard Version, edited by the American Revision Committee in 1901. They have some very attractive editions in both versions, and call special attention to the new brevier type American Standard Bible, and the new pica type American Standard New Testament and Psalms, both of which meet a long felt want for large type books in small size. In their Prayer Books and Hymnals they have brought out some new and dainty styles of binding. They are constantly adding new volumes to their *New Century Library of Standard Authors*, printed on India paper, the latest being "Poe's Works," complete in three volumes, and the "Romances of Alexandre Dumas," in eighteen volumes, five of which are now ready, the balance to be published at the rate of one a month. They have also brought out *Nelson's Edition De Luxe of Standard Authors*, printed on India paper, and bound in full genuine morocco, with red under gold edges. These are most attractive volumes and are sold in sets only, the retail price being on the net basis. The *De Luxe edition* at present consists of "Dickens," "Thackeray," "Scott," "Eliot," "Hugo," "Shakespeare," "Kingsley," "Austen," "Bronte," "Lever," "Lytton" and "Dumas" will be added this year. A timely publication is "How It Flies," the most complete book on aviation. This is a subject in which every one is interested, and the volume tells of it in all its varying phases, so every bookseller will want a supply. Nelsons have a number of high grade children's books, fully illustrated, at prices from 75 cents to \$3.50, that are exceptionally good value.

Travellers: H. B. Smith (East and Pacific Coast); J. J. Hamilton (South and New England); George F. Bachmann (Middle West); A. C. Keowen (local and West); Thomas MacLaren (Middle West).

J. S. OGILVIE PUBLISHING COMPANY, New York City, brought out during the past year, in cloth binding for the first time, a line of twenty books by Laura Jean Libbey. They met with instant success in the department store trade, the books being extremely attractive. "The Fortunes of Betty," by Cecil Spooner founded on her play, and two Arsené Lupin books, as well as "The Seven Who Were Hanged," by Leonid Andreyev, the coming Russian writer, were added to their *Popular Cloth Copyright* line. They have enlarged their line of joke books and 25-cent novels built for the railroad news trade, and have just issued books founded on the famous Leon Ling and Dr. Crippen cases.

Traveller: William Badenhop has been on the road for the last two and one-half years.

OUTING PUBLISHING COMPANY have opened up the spring season with the addition of fiction to their list of outdoor books. "The Range Riders," by Charles Alden Seltzer, is a refreshing story of life on the range, which portrays a group of cowpunchers at work and play. "Trail of a Tenderfoot," by Stephen Chalmers, is a collection of outdoor stories gathered by the author while on a protracted sojourn in the wilderness. The trail leads from Nova Scotia to Jamaica, from the pine forests of the Adirondacks to the sleepy shores of the Caribbean. "The Fine Art of Fishing," by Samuel G. Camp, is a companion volume of "Fishing Kits and Equipment." "How to Live in the Country," by E. P. Powell, written from the author's own experience in combining happiness and profit in country living. The country home with which he deals is a small one, but his directions show how a large life may be lived on a small acreage. The following books, now in preparation, are scheduled for publication in the near future: "Saddle and Camp in the Rockies," by Dillon Wallace; "The Horse," by David Buffum; "Exercise and Health," by Dr. Woods Hutchinson; and "People of the Wild," by F. St. Mars.

OXFORD UNIVERSITY PRESS have their endless supply of Bibles, all up to date as to every variety of bindings. Of the *Oxford Teachers' Bibles* 3,000,000 copies have been sold. Entirely newcomers this year are the *Oxford Pictorial Palestine Bibles*, most suitable for gifts on Christmas day. They retail from 55 c. upwards. The "Scofield Reference Bible," edited by Rev. C. I. Scofield, has an entirely new system of connected references and annotations, explanations of discrepancies and an entirely new system of paragraphs. The house is specially pushing its beautiful anthologies on India paper, in fine bindings, of Persian morocco: "Oxford Book of English Verse," A.D. 1250-1900; "Edinburgh Book of Scottish Verse, 1300-1900;" "Dublin Book of Irish Verse, 1728-1909," edited by Joel Cooke; "Oxford Book of French Verse, 13th to 19th Century;" "Oxford Book of Italian Verse, 13th to 19th Century;" and "The Oxford Book of Ballads," edited by Sir Arthur Quiller-Couch.

Travellers: W. W. McIntosh; C. C. Schep-

moes; D. I. MacFadyen; Charles Korbel; H. V. Clulow; Frederick Bayer; William H. Allen; J. A. Dunn.

L. C. PAGE & COMPANY will continue this season their policy to adhere closely to the publication of exclusive and copyright titles and lines. Some fifteen or twenty new novels will be on their list, among them "The Story Girl," by Lucy Maud Montgomery, which it is expected will duplicate the success of "Anne of Green Gables;" an historical romance, "A Soldier of the Revolution," by Robert Neilson Stephens; "The Luck of the 'Sea Gull,'" by Captain T. Jenkins Hains; another tale with an historical setting is by G. E. Theodore Roberts, and is called "A Captain of Raleigh's;" a story of the Zenda type is "The Prince of Bharbazonia, by Edgar M. Dilley; still another historical novel, this one with a Dutch colonial background, is Eleanor H. Porter's "Miss Billy;" and a new story by Norval Richardson, whose "Lead of Honor," was one of the successes of last season. They will add to many of their well-known series various titles which will maintain the high level of excellence in text, illustration and make-up already established. "Among Dutch Inns," by Burton E. Stevenson; "The British Museum," by Henry C. Shelley; "Abroad with the Fletchers," by Jane Felton Sampson; "Argentira and Her People of To-day," by Nevin O. Winter; "Cuba and Her People of To-day," by Forbes Lindsay, are but a few of these books promised, which should have a ready welcome. "Art of the Philadelphia Museum" is to be the third volume in the *Art Galleries of America Series*. For juvenile readers the promise is liberal; a new *Little Colonel* book; "The Runaway Equator," by Lilian Bell; "Famous Privateersmen and Adventurers of the Sea," the fourth volume in Johnston's *Famous Leaders Series*, and a number of others being mentioned in the list. Altogether there will be some thirty or forty new books issued by Messrs. Page during the season.

Travellers: F. T. J. Nunan (principal cities of North and West); J. L. Nerney (South, Middle West and Canada); J. J. Mullin (Boston and vicinity).

GEORGE W. PARKER ART Co., Minneapolis, are making a specialty of dainty booklets, many of them boxed for gift purposes, and have sent out some most attractive samples. "The Mother Heart" is a compilation by Marion Louise Barber, who has chosen only the best from the very best—Thackeray, Wordsworth, Shelley, Stevenson, Eugene Field, etc.; "The Story of Our Baby" is a blank book for record of baby's doings and a collection of his portraits; and "Embers and Love Lyrics" is a collection of poems by Maurine Hathaway, the "Lyrist of the Pines," who is also author of many other poems done up in ten little pamphlets, with covers of most delicate coloring, all supplied with book-marks of silk ribbon of various tints. Franklin Pierce Carrigan, C. A. Brewer and Elizabeth Gordon have also prepared some of these tempting booklets.

THE PENN PUBLISHING COMPANY will this year present the usual quota of books for boys and girls of all ages and some additions to their general lines of speakers, entertainment books, plays and popular handbooks. In 1910 they departed slightly from their course of publishing and issued a mystery story by John T. McIntyre, entitled "Ashton-Kirk, Investigator." This book met with such success that a sequel has been prepared, "Ashton-Kirk, Secret Agent," in which the hero is employed by the United States government on an international case. The usual number of books for boys and girls will be found on the 1911 list, most of which are continuations of established series that need little or no introduction to the trade or to the public. "Betty Wales" again appears in a story of Harding College, in which, as director of the Students' Aid Committee, she is able to be of assistance to various new students; Aileen Cleveland Higgins takes her little heroine down into Mexico, where as "A Little Princess of the Patio" she discovers new wonders and has additional happy times. This book is the third of the *Little Princess Series*. "Glenloch Girls at School" is the title of the third volume of Grace M. Remick's admirable stories. The girls are at home once more, and school life is made the feature of this new story; Lucy Foster Madison has written another tale of the Revolutionary period, "Peggy Owen at Yorktown," the third of the "Peggy Owen" books; Alice Louise Lee contributes "A Sophomore Co-Ed," being the sequel to her last year's story, entitled "A Freshman Co-Ed;" John T. McIntyre, a writer of historical fiction for boys, has this year added to his *Young Continental Series* "The Young Continentals at Trenton," which carries the boys along through the Revolutionary War up to and including the capture of Trenton by General Washington and the Colonial forces; Commander E. L. Beach, U. S. N., last year finished his series of Annapolis books; this year he is starting a new series dealing with the ordinary seaman of the navy; the first story, entitled "Roger Paulding, Apprentice Seaman," tells of a boy of good family who enters the navy at the bottom and wins his way to a commission in the service; "A U. S. Midshipman in Japan," by Lieutenant Commander Yates Stirling, Jr., U. S. N., is the fourth one of the *Navy Series*; T. Truxtun Hare continues the career of Bob Walters in "A Graduate Coach," the fifth of his *College Athletic Stories*; and John Prescott Earl contributes the fourth of the preparatory school athletic stories in "The School Team on the Diamond." The younger children also are not forgotten in the list of new books, as is evidenced by additions to the various already established series. "Grandpa's Little Girls and Miss Abitha," by Alice Turner Curtis; "Felicia's Folks" is another of Elizabeth Lincoln Gould's charming stories about Felicia Lane and the Blackberry Hill people; the *Vacation Series*, a line of juveniles at 60 cents, which was established some three years ago, has proven unusually successful. Some new titles in the series are "The Rambler Club on Circle T Ranch" and

"The Rambler Club Among the Lumberjacks," both by W. Crispin Sheppard, being respectively the fourth and fifth in the *Rambler Club Series*. "Letty's New Home," by Helen Sherman Griffith, is the third of the *Letty Books*; and "The Camp on Indian Island" is an unusually interesting story of Maine by James Otis. Two new stories, which appear in a new semi-educational series, are the "Story of Cotton," by Alice Turner Curtis, and "The Story of Gold and Silver," by Elizabeth I. Samuels. In the *Popular Handbook Series* "Home Games" and "The Horse" are titles which are added this year.

Travellers: Charles C. Shoemaker (New York City and Boston); Frank W. Shoemaker (other large cities and Pacific Coast); Albert Rappaport (South and Middle West); Richard H. Chambers (Middle West); Edward W. Mumford (East).

ISAAC A. PITMAN & SONS, 31 Union Square, West, New York, have recently issued the following works: "Advertising, or, the Art of Making Known," by Howard Bridgewater; "Won and Lost in Isaac Pitman Shorthand," by John Taylor; "Bookkeeping Simplified," by Fred J. Ney; "Suggestions and Tips to Stenographers," by H. J. Stephenson; "A Stereopticon Lecture on Shorthand," by Robert A. Kells; "Pitman's Italian Tourists' Vade Mecum," by A. Valgimigli; "Bank Organization, Management and Accounts," by J. F. Davis; "Tea, from Grower to Consumer," by A. Ibbetson; "Coffee, from Grower to Consumer," by B. B. Keable; "Cotton, from the Raw Material to the Finished Product," by R. J. Peake; "Sugar" (Cane and Beet), by George Martineau; "Oil (Mineral, Essential, and Fatty)," by C. A. Mitchell; "Elements of Insurance," by J. E. Eke; and "Elements of Banking," by J. P. Grandy.

Travellers: P. C. Leadbeater (general representative); A. C. McClurg & Company and Robt. S. Leete & Co., Chicago (Middle West); Cunningham, Curtiss & Welch, San Francisco and Los Angeles, Cal (Pacific Coast).

PLATT & PECK Co. will present a greatly increased line this year. Among their newest publications are a beautiful edition of "Black Beauty," containing many full-page colored illustrations; "Princess Polly's Playmates," by Amy Brooks, the second volume of the *Princess Polly Series*; "What Comes from the Heart: Heart-Throbs of Sentiment;" "The Christmas Spirit;" "For Auld Lang Syne: a Book of Friendship;" "A Bundle of Good Cheer," a novelty package that will be most attractive; and "Stars Shown to the Children," an excellent work on astronomy, told in simple language and elucidated with 50 page illustrations. They have in preparation handsome quarto editions of "Andersen's Fairy Tales;" "Robinson Crusoe;" "Mother Goose Melodies;" "Mother Goose Nursery Tales;" "A Christmas Budget of Fairy Stories;" "A Child's Story of the Bible;" "A Child's Life of Christ;" "Alice in Wonderland;" "Through the Looking Glass;" "Grimm's Fairy Tales;" and Children's

Stories from Dickens," all profusely illustrated with full-page colored plates. Another attractive quarto bears the title of "Babyland." The ever-popular *Bessie Books*, six titles, will be presented in a new dress at a popular price, and a large type edition of "Heidi" is sure to find a welcome. A very dainty and artistic series of six books carries one "Through the Year with Browning," "Dickens," "Kipling," "Tennyson," "Longfellow" and "Shakespeare." "How John Norton, the Trapper, Kept His Christmas," by W. H. H. Murray, perhaps the most beautiful American Christmas story ever written, will make one of the season's most attractive holiday gift books. Among their new editions appear a revised edition of "Egypt, and How to See It," containing forty colored illustrations. They are also preparing a new edition of "Old Sweethearts," and a popular priced edition of "The Man Without a Country," Edward Everett Hale's little classic. The very great favor with which their one-volume, thin paper edition of "Les Miserables" was received, has led them to prepare a similar edition of "The Count of Monte Cristo." The list of the popular Ward, Lock & Co. guide books will be augmented by the addition of "A Guide to Norway." "The Mother's Advice Book," and "The Young Wife's Advice Book" are two important books in their list. The following five titles are valuable from the standpoints of both usefulness and entertainment: "Complete Guide to Photography;" "Games and Amusements;" "Practical Palmistry;" "The Standard Comic Reciter;" and "How to Read Character in Handwriting." A child's story of unusual interest and of original conception is "Teddy and Trots in Wonderland," by A. G. Herbertson. Four new titles, "Æsop's Fables;" "Tales from Shakespeare;" "The Heroes;" and "Favorite Nursery Stories," will be added to their *Stories for the Children Series*, making sixteen titles in all. They will also issue a complete edition of Cruden's "Concordance to the Bible." In addition to their own publications, the Platt & Peck Co. are sole selling agents for "Lowney's Cook Book." They will also represent the R. F. Fenno Co. in New England, the Central and Middle West States.

Travellers: Selden W. Anderson (South); George Edmund Platt (Pacific Coast and large cities); G. D. Addingley (small towns of Middle West); J. Ray Peck (New England, New York and Pennsylvania).

JAMES POTT & Co. will offer this year their usual strong line of Bibles, Testaments, Prayer Books, Hymnals, etc., containing many new styles and features, all bound in their patent non-breakable, open-flat binding. The usual number of new books of travel and biography, etc., will be issued later in the season. They will be represented throughout the country this year, as usual, by their well-known staff of travellers.

G. P. PUTNAM'S SONS' list has been growing more popular and stronger every year for a number of years, and last year the advance was phenomenal. The sale for "The Rosary"

and "The Mistress of Shenstone" aggregated more than a quarter of a million. Both books have been listed among the "six best-selling books" for a number of months, and the sale continues to be very large. There will be a new book by the author of "The Rosary" early in the fall, as well as a new book by Myrtle Reed. Any new book by either of these two authors is sure to have a large sale. Putnam's Sons look for a good year from January to December of 1911, and from the head of the house down to the office boy feel optimistic and cheerful.

Travellers: Samuel Carson (principal cities as far West as Chicago, St. Louis and St. Paul, and East as far as Boston); H. L. Allison (South, the Pacific Coast and Middle West, Canada and New England).

RAND, McNALLY & COMPANY, publishers of some of the best sellers, as well as some of the most beautiful juvenile books of recent years, will have this season five new books for the children, all of exceptional charm and interest, and all beautifully illustrated in color. Besides these there will be attractive offerings for older people. Among them a new edition of "Lorna Doone," all the Marah Ellis Ryan books in the *Copyright Fiction Series*, with bright new covers; also most attractive holiday editions of the *Standard Novels*, and a full line of the *New Census* edition of medium priced atlases.

Travellers: W. S. Siegel (East, Middle West and Pacific Coast); F. B. Spaulding (South and Middle West); M. A. Whitman, M. F. Gallon (East).

THE REILLY & BRITTON Co., of Chicago, will this year extensively increase their line. Their first publication is "My Golden School Days," an addition to their line of *Memory Books*. On February 18 they published "Three Weeks in the British Isles," by John U. Higinbotham. The Reilly & Britton Co. are noted for their high class juvenile books. Among the 1911 publications in this field will be "The Sea Fairies," by L. Frank Baum, the first volume of a new series; "The Daring Twins," by the same author, intended for both boys and girls; "What Happened at Olenberg," by Clifford Howard; "Twinkle and Chubbins, Their Astonishing Adventures in Nature's Fairy Land," by Laura Bancroft; "Babes in Birdland," a nature fairy story by Miss Bancroft; two new volumes in the *Airship Boys Series* by H. L. Sayler; two additional volumes in the *Aeroplane Boys Series* by Ashton Lamar; the sixth volume of the *Boy Fortune Hunters Series* by Floyd Akers; and the sixth volume of the *Aunt Jane's Nieces Series* by Edith Van Dyne. Other new publications are: "The Housekeeper's Scrap Book" and "Our New House," two books in which to keep records; "Health Hints," by E. R. Pritchard, of the Health Department of Chicago; and a reissue of Colonel William C. Hunter's well-known book, "Dollars and Sense." One of the most important publications of the Reilly & Britton Co. will be "Rebellion," by Joseph Medill Patterson, author of "A Little Brother of the Rich," which is scheduled for publication in

the fall. A drama of the same name by Mr. Patterson has already been accepted for early stage production. A tremendous increase in 1910 sales attests the popularity of the publications of this house. The firm believes this popularity is largely due to the high quality of its books, the handsome cover designs, elaborate jackets, fine illustrations and the generous use of color work, many of its publications being printed throughout in two or more colors. The Reilly & Britton Co. are exclusive sales agents to the trade for the Harold Bell Wright novels ("The Calling of Dan Matthews," "The Shepherd of the Hills," etc.). "The Winning of Barbara Worth," by this author, will be published in August. Advance orders are already very heavy, and this book promises to be one of the big sellers of the year. They are also sales agents for the various editions of "Webster's Unabridged Dictionaries," published by the G. & C. Merriam Co., and they represent Hurst & Co., of New York City, in the West.

Travellers: S. H. Darst (Central and Western territory); W. F. Lee (the East, Canada and the Pacific Coast); L. M. Levy (the South).

FLEMING H. REVELL COMPANY have unusually attractive plans for this year. Their various lines include new books by authors of conspicuous merit, and they assert that never before have they been able to announce, in advance, such a large number of works of great promise. Among others in the fiction field appear the names of Norman Duncan, Irving Bacheller, Rupert Hughes, Wilfred T. Grenfell, Edward A. Steiner, Clara E. Laughlin, Harold Begbie. Noteworthy among their gift books and essays are found contributions from such authors as Newell Dwight Hillis, Frederick Lynch, F. W. Gunsaulus, Hugh Black and Mrs. Newell Dwight Hillis. Their new religious line is decidedly strengthened by the addition of such names as J. H. Jowett, minister-elect of the Fifth Avenue Presbyterian Church, New York; Harold Begbie, author of "Twice-Born Men;" J. Wilbur Chapman, Percy C. Ainsworth, Charles Stelzle, William Alexander Grist, S. D. Gordon and Professor A. T. Robertson. Prominent among the juveniles is a second volume of the adventures of "Tan and Teckle," by Charles Lee Bryson. Among their missionary publications they announce new works by Henry C. Mabie, George F. Herrick, Henry D. Porter, Robert E. Speer, E. M. Wherry and William Jennings Bryan.

Travellers: William H. Mook, Fleming H. Revell, jr., and Alvin E. Raettig.

THE SAALFIELD PUBLISHING COMPANY makes a specialty of *Muslin Books*. The child may roll, crumple, pull the books, but no damage is done. They are soft to the touch, the baby can turn the leaves himself, because the leaves are double, the folded edge being the outer one, and each page shows a picture lithographed in colors and also a merry jingle. The inks used are non-poisonous, and, all in all, the *Muslin Books* are the ideal books for children. This season "Bunny Cottontail" is new for the line. This makes

fifteen series, with four titles in each. For the older child the Saalfields are preparing a new, spick-and-span edition of "Jack and the Beanstalk," the story retold by Katharine Greenland Hamer, with illustrations by her, showing the characters in modern garb to make them the more real to the child of to-day. This is the first of a series of the old fairy tales treated in the same way and published with board binding. They are to be similar in dress to the popular "Wollopers," the great success of 1910, except that these are to have twice as many colored illustrations. Because activity books are always prime favorites, "The Jumbo Paint and Drawing Book" will quickly make its place. It is a big book, crowded with pictures to paint and sketches to be copied. Some years ago "Flower Babies" was issued. Each year there has been a clamor for more Flower Babies, so "More Flower Babies" is ready for 1911, and it will contain another hundred illustrations of babies and flowers with jingles that will take at once. In the same series the publishers offer "Mythology in Rhymes and Jingles," for which Alexander C. Flick, professor of history in the University of Syracuse, has written the rhymes, his purpose being to tell the most interesting of the Grecian, Roman and Teutonic myths in simple verses which will catch the ear of the younger children, and for which Hibberd V. B. Kline, has supplied scores and scores of beautiful illustrations. "Billy Whiskers" conjures up before any boy or girl a delightful vision of that frolicsome goat whose mad capers have made childish laughter ring out around the world. This year's title is "Billy Whiskers' Twins," and that means we have a goat trio, and Frances Trego Montgomery has put three times the usual amount of fun into this story. "Baby Dear" is this year put out in ooze calf, with a rich lining of gold paper, gilt edges and handsome box. It remains a favorite baby record. "My Trip Abroad," a record book for the European traveller, is designed by Cornelia Weyburn, designed to keep the notes all travellers enjoy, which serve to keep the journey fresh in mind for years and years. "Hoyle's Games Up to Date" is announced in a new, revised and enlarged edition, with special chapters on bridge whist, etc. The first volume in the *Ivy Hall Series* will be "Tabitha at Ivy Hall." Ivy Hall is a girls' school out in the great West. No girl in it is as lovable as Tabitha, who, in spite of her spitfire disposition, is the idol of them all, and will be read about in several volumes. "The Auto Boys' Camp" carries forward the *Auto Boys Series* for 1911. Notable additions to the Saalfield *Vest Pocket Line* are being made, and cover "Palmistry," "Hoyle's Games Modernized," "The Reason Why," "Selected Prayers for All Occasions," "The French One Wants to Know," and "The German One Wants to Know." The Saalfield Publishing Company is also to be congratulated on having the selling rights for the American market of a line of calendars and books made in Japan. The novelties they show for this season are wonderful examples of Oriental art, and make a

strong appeal to the fastidious in the Occident.

Travellers: Albert G. Saalfeld (Pacific Coast); B. Spero (Canada and South); A. Van Keuren (New York); F. C. Reinschild (Eastern States); F. W. Coover, A. J. Kelly (Middle West); T. C. Johnson (Southwest); E. J. Flynn (Northwest).

CHARLES SCRIBNER'S SONS handle an unusual list of authors this season. Fiction includes John Galsworthy, Frank H. Spearman, Maurice Hewlett, Sir A. T. Quiller-Couch, E. W. Hornung; and in more serious literature are represented Robert Louis Stevenson, Price Collier, H. E. Krehbiel and Edward Dickson. John Galsworthy's novel, "The Patricians," presents a brilliant and romantic picture of aristocratic English life; Frank H. Spearman in his dramatic novel, "Robert Kimberly," gives another fascinating character, one to be described accurately as a Napoleon of business; Maurice Hewlett in "Brazenhead the Great" has created a most bizarre, amusing and adventurous personage whose career he traces; "Q" in "Brother Copas" tells the delightfully amusing and whimsical adventures of some "old Brothers" and a little girl; E. W. Hornung gives an original and thrilling story of crime and science in "The Camera Field;" L. Allan Harker in "Master and Maid" relates the love story of a true Irish girl; and Frances Powell, with the Riviera for setting, contributes a baffling story of mystery, "An Old Maid's Vengeance." Among the more serious writings stand a new four-volume definitive edition of Stevenson's "Letters," which contains one hundred letters never before published; Price Collier's new study on lines similar to "England and the English from an American Point of View," "The West in the East from an American Point of View;" H. E. Krehbiel's excellent work, "The Piano-forte and Its Music;" Edward Dickinson's "The Education of a Music Lover," wherein to study the art of listening; George B. Cutten's "Three Thousand Years of Mental Healing;" the story of one of the earliest and greatest of American hunters—"The Adventures of James Capen Adams," by Theodore H. Hittell; and George Bird Grinnell's thrilling stories of adventure and discovery, which deal with the achievements of the most important of America's early pioneers.

Travellers: J. L. Crowder (coast and large cities); Melville Minton (South and New England); A. S. Knapp (Middle West); F. H. Marling and H. C. Bauer (New York City); R. C. Stolle (Boston and Philadelphia).

SMALL, MAYNARD & Co. especially call attention to the continuous success of "One Way Out: a Middle-Class New Englander Emigrates to America," by William Carleton, which was published January 28, and went into a third large edition within ten days after publication. This book will be a very important factor in the spring and summer trade all over the country, and will undoubtedly be much in demand during the next holiday season. In addition to "One

Way Out," Small, Maynard & Co. have for spring "The Ghost," by Arnold Bennett, published January 28; "Captivating Mary Carstairs," by Henry Second; and "A Prince of Romance," by Stephen Chalmers, both ready February 28. Later in the spring they will publish a book by the world's most famous aviator, "The Story of the Aeroplane," by Claude Grahame-White, a profusely illustrated and complete account of the history and practice of flying heavier-than-air machines. This book has been written by Mr. Grahame-White especially for Small, Maynard & Co., and is prepared especially for American readers. Later still, in time for the opening of the baseball season, they will publish a volume of connected baseball stories by Charles E. Van Loan, entitled "The Big League." Mr. Van Loan, who, until recently, when he took a leave of absence to devote himself to fiction, has been the star sporting writer on the Hearst papers, has written stories of baseball which have been hailed by players all over the country as the best stories of baseball, that really picture the players as they are. In the late spring and early summer this house will have several important novels and other books, the titles of which cannot be announced at this time.

Traveller: Nathaniel L. Tenney.

SPON & CHAMBERLAIN announce that they have added a number of new titles to the *Model Library* of American copyrighted popular books on electrical and mechanical subjects. They have also added many new titles to their long list of engineering and technical books.

Traveller: R. F. Fenno.

FREDERICK A. STOKES COMPANY issues this spring four important novels, all selling at \$1.25 net. Harold Bindloss contributes "Sydney Carteret, Rancher;" there will be a new novel by Susan Glaspell, the author of "The Glory of the Conquered," which is now selling in its eleventh edition; "The Chasm," by George Cram Cook, a strong love story based on the social struggle of to-day; and Paul Trent's "The Vow," with an original theme—the actions of a hard-hearted capitalist who suddenly decides to live according to the teachings of Christ. Two important books dealing with adventure and sport. George Borup, the young Yale athlete, who "made good" on the Peary expedition, contributes an exceedingly humorous and live account of the human side of the journey under the title of "A Tenderfoot with Peary;" and "Lassoing Wild Animals in Africa" is the title of a book by Guy H. Scull, giving the adventures of "Buffalo Jones," who, with two cowboys, treated the jungle beasts to an exhibition of plainsman's skill. Of a more serious nature is "Woman and Labor," an important book on problems of woman's modern position by Olive Schreiner, the famous author of "A Story of an African Farm." Somewhat along the same line will be a reprint of John Stuart Mill's classic, "The Subjection of Women," with an introduction by Carrie Chapman Catt. In the late spring will come "Industrial Depressions," a book setting forth a consistent

theory of their causes and nature by George H. Hull, an expert in the iron trade, which has been highly praised by James J. Hill and other men high in financial circles. Of miscellaneous interest are "Mrs. Gaskell: Haunts, Homes and Stories," a chatty biography of famous author of "Cranford," by Mrs. Ellis H. Chadwick; "Highways and Homes of Japan," fully illustrated, by Lady Lawson; "Woman and Marriage," a book of hygiene by Margaret Stephens; and "Favorite Operas from Mozart to Mascagni," by Cuthbert Hadden, illustrated in colors by Byam Shaw. New volumes of the *Masterpieces in Color Series* are "Corot" and "Delacroix," while "Orchids" and "Daffodils" are added to the *Garden Flowers in Color Series*. Of a lighter interest are "The Book of Cupid," a collection of light verse; and "For Lovers and Others," a gift book suitable for almost any occasion of life.

Travellers: Henry F. Savage (New England, large cities in the East and Middle West); Frank H. Coombs (Pacific Coast and large cities west of Mississippi, Chicago and other Middle Western cities); Allan Bromley (South); George W. Kelley (smaller cities of East and Middle West).

STURGIS & WALTON Co. have prepared a long line of miscellaneous books. They have been very successful with their biographies of royalty and great people. Newcomers in that line are "Their Majesties," recollections of the kings and queens of Europe by Xavier Paoli, who for twenty-five years has guarded the persons of monarchs and the nobility who go to France for recreation; and there are additions to the *Court Series of French Memoirs* which will number ten volumes. New fiction includes "Quicksands," a novel of Virginia life by Fannie Haslip Lea; and "When a Cobbler Ruled the King," by Augusta Seaman, a story of the French Revolution, with the mysterious "lost Dauphin," son of Louis XVI., as hero. Miss E. Sylvia Pankhurst, who recently visited this country, gives a history of the cause for which she is fighting under the name of "The Suffragette," in which she explains and justifies as she sees them the militant tactics of the suffragettes; G. E. Partridge in "The Nervous Life" studies the causes of the nerve disorders which have become a great national problem; a volume of "Cowboy Songs," with music for some fifteen, has been collected by John A. Lomax, of the University of Texas; and Bram Stoker has a selling book in "Famous Imposters." Rural life speaks more insistently for itself each day, and the *Young Farmers' Practical Library*, edited by Ernest Ingersoll and supplied with books by experts, takes where it is shown; as does also "An Out-of-Door Diary for Boys and Girls," a nature book illustrated in color by Marion Miller; Esther Singleton's "The Children Cry" helps young people enjoy the pleasures of New York City, and describes leisure hour jaunts, museums, art galleries, zoological gardens, etc., and profuse illustrations make her informing text most fascinating. All the old favorites are also ready for new conquest.

Travellers: Laurens Maynard (Pacific Coast); Lyman B. Sturgis, general traveller. W. F. Payson looks after the London interests of the firm, places their books and secures English books for the American market. He is known as the author of "Periwinkle," "Barry Gordon," and "Debonnaire."

CHARLES C. THOMPSON Co. announce for 1911 about six mechanical books, especially those pertaining to land, water and aerial motoring. The manufacturing and selling of this line is under the personal direction of Bruce M. Angle, who has successfully manufactured and sold one hundred and fifty-three different mechanical books during the past ten years. The titles that were published during 1910 are having a large sale at this time in foreign countries.

Travellers: John R. Stanton (East and West); F. W. Coover (Central West and South); B. M. Angle (special).

VIR PUBLISHING COMPANY will show a new book on the sexual problem for young men. It is translated from the German. In Germany it had a sale of 100,000 copies. The company have the sole right for the English translation. The book is entitled "We Young Men," and is by Hans Wegener. Their new book of last year, "Letters of a Physician to His Daughters," is having a large sale. The books in the *Self and Sex Series* are their leading line.

Traveller: L. M. Cross, who left the middle of February for the coast, stopping en route in the leading cities of the East and Middle West, returning by the southern route.

FREDERICK WARNE & Co. (now in new quarters at 36 East 22d Street) are receiving most flattering orders for the reprints of Kate Greenaway's "Under the Window," "Margold Garden," etc., and the interest in Josephine Preston Peabody's "The Piper," recently presented at the New Theatre, New York City, will no doubt extend throughout the country, and create added interest in Kate Greenaway's beautiful designs for Robert Browning's poem. "The Flower Book," by Constance and Maxwell Armfield, sold exceedingly well as a Christmas gift, but will appeal very strongly to all nature lovers and as offering delightful subjects for art students. The *Peter Rabbit Series* is slowly but surely winning its way to the front as ideal books for children from three years to seven years, and even adults have been seen dipping into them surreptitiously. This house has just ready a most interesting work on the great British railway systems, compiled by W. J. Gordon, and illustrated with 300 half-tone plates and colored sketches of locomotives, carriages, etc. The text has been written by an expert writer on this subject, and has been greatly enriched with data provided by the railroad companies. It covers the whole subject from its inception in the days of Brunel and Stephenson up to the present time. At once the Warnes will issue in connection with The Homeland Association (London) "Some Small Houses," a collection

of 90 reproductions of inexpensive homes, covering all styles of architecture, with fireplaces, doorways, etc., by Walter G. Ross, a well known London architect. This should offer suggestions and hints to home builders as presenting something out of the conventional and ordinary. In consequence of the extent of the subject, and the many interesting anecdotes to be traced to their source where possible, the publication of "The Bargain Book," by Charles Edward Jerningham, was postponed until this year. Many people seem to think that the days of bargains are past and that the curio shops are filled with rubbish. Mr. Jerningham shows in his entertaining pages that there never was a time when so many prizes are constantly turning up, and increasing demand bringing fresh specimens to light. The book will be sought for.

Traveller: P. C. Leadbeater.

W. J. WATT & COMPANY have a particularly good line of books under way for 1911. At the present time they are having a very large sale for Thompson Buchanan's "The Second Wife" and C. C. Hotchkiss's "Maude Baxter." During this year they will publish new books by Charles Neville Buck, P. G. Wodehouse, Grace Miller White and Edward Salisbury Field, and will number among their illustrators such well known artists as Harrison Fisher, Howard Chandler Christy and Will Greffe.

Traveller: W. J. Watt & Company are represented in the larger cities of the United States by Mr. Watt personally.

WESSELS & BISSELL have among their spring books the late regretted Owen Kildare's last novel, "Such a Woman," showing the influence of environment and how almost all "his people" turned to the good when properly presented to them. "Priest and Layman," by Ada Carter, author of "The Seamless Robe," will be published early in the spring. This book is addressed to an even wider circle of readers than was "The Seamless Robe," which, it will be remembered, met with an unusual reception for an author's first book. Another recent addition to the list is Warren Snyder's "Poetical Favorites—Yours and Mine," which has been previously noticed in the columns of the WEEKLY. It has been said that "Poetical Favorites" will be for America what the "Oxford Book of Verse" is for England. A revised and enlarged edition of Gavit's "The Etiquette of Correspondence" is promised for publication in February.

Travellers: A. Wessels (East to Chicago); P. C. Leadbeater (Pacific Coast).

WINDSOR PUBLISHING COMPANY, 225 Fifth Avenue, New York, have just issued Crosscup's "Synchronic Chart of United States History," a work which introduces a scientific and simple method of making history visible. This novel publication, which has received the unqualified endorsement of all leading educators, has already been adopted for use in many educational institutions. It has, moreover, developed a wide popular sale, as the work is especially adapted for public and private libraries, business offices of all kinds, and for household use; in fact, it is an essential in every intelligent home. Another thing

the Windsor Publishing Company are doing is the free distribution of printed circular matter to all their customers in the trade, bearing the booksellers' imprint, free of charge. The results to all dealers appear very satisfactory.

Travellers: S. G. Rains; Arthur W. Caldwell.

THE JOHN C. WINSTON COMPANY has an especially strong line of new publications, including standard editions, holiday goods, practical reference works and other new copyrights. John Trotwood Moore's new novel, "Jack Ballington, Forester," is expected to outsell the author's former great success, "The Bishop of Cottontown." A new title in the *Winston Photogravure Illustrated Books Series* will follow up the success of their "The Mediterranean and Its Borderlands." "The International Bible Dictionary" is the most popular and important Biblical reference work issued in years. "Marshall's Handy Manual of Necessary Information" will find wide use. "Grace Before Meals" is an attractive little book which fills a vacant need. A new edition of Forbes Lindsay's "Panama: the Isthmus and the Canal" brings the work up to date. And this house is showing other important publications. In juveniles, where the Winston Company is second to none, their progressive enterprise is shown by their having succeeded in inducing Edward S. Ellis, the most popular juvenile writer now living, to write a series of books on boys' adventures with aeroplanes, entitled *The Flying Boys' Series*, of which two volumes are announced for publication. A new series for girls by Margaret Vandercook is entitled *The Ranch Girls' Series*, and their travellers are also showing numerous new editions and new publications in juvenile lines that have proved popular. The Winston Company are also showing a new line of dictionaries with colored plates, which add greatly to the attractiveness and interest of their already very superior line.

Travellers: Girard Buckman, who has been pensioned by The John C. Winston Company, has retired from active business life, after a service of about one-half century in the book trade; E. M. Leavens, A. L. Bonney, F. H. Whiteside, E. A. Merriam, H. A. Noble and W. D. Hicks will be on the road, while B. F. Hitchens makes his headquarters in Chicago as manager of the Chicago branch.

Just because your employer, or the head of your department, hasn't his eye constantly trained on you don't imagine that he won't appreciate any special interest or attention that you give the business—the fact is, he's bound to know you, whether he ever sees you or not.

SCORES and hundreds of men can plan and plan wisely—at almost any cross-roads general store you can hear in conversation around the stove as good plans as ever moved the world to admiration. But execution—that's the rub. It is so much easier to tell what they ought to do than it is to get busy and do it.—*The Caxton.*

The Department Stores

With the name of the buyer of books and allied lines in each.

ALABAMA.

Birmingham.—Loveman, Joseph, & Loeb. (H. Baruch.)
Mobile.—L. Hamel D. G. Co. (B. S. Strauss.)
Montgomery.—The Fair. (H. C. Brown.)

CALIFORNIA.

Fresno.—E. Gottschalk & Co., Inc.
Los Angeles.—Broadway Dept. Stores. (C. R. Vient.)
 —Beeman & Hendee, Inc.—“The Baby Store.” (Miss N. A. Hendee.)
 —A. Hamburger & Sons. (E. H. Dart.)
 —A. Zollerbach & Sons.
Pomona.—Pomona Dept. Store.
Sacramento.—Weinstock, Lubin & Co. (Samuel Levinson.)



A. B. FIFIELD

General Manager, E. P. Judd Co.

A. B. FIFIELD, the general manager of the Edward P. Judd Co., a business established in 1859, was born in Providence, R. I. He graduated at Yale in the famous class of 1878, of which President Taft was a member. In his earlier days Mr. Fifield was an educator, having been in his time superintendent of schools at Newton, Mass. In 1903 he cast his lot with the booktrade, associating himself with the E. P. Judd Co. As buyer for his house he is widely known as a man of expert and excellent discrimination. For the past three years he has been Secretary of the American Booksellers' Association.

San Francisco.—Prager Co. (L. E. Cohn.)
 —The Emporium. (Floyd H. Nourse.)
 —Raphael Weil & Co. (E. Sommer.)
San Jose.—O. A. Hale & Co. (George Le Fevre.)

COLORADO.

Denver.—Daniels & Fisher Stores Co. (Kate Logue.)
 —Denver D. G. Co. (H. Shields.)
 —Golden Eagle D. G. Co.
 —Joslin D. G. Co. (Wm. Bruce.)
 —A. T. Lewis & Co.
Pueblo.—The Crews-Beggs D. G. Co. (A. C. Jones.)

CONNECTICUT.

Bridgeport.—Smith, Murray & Co. (F. E. Blake.)
 —Howland D. G. Co. (S. C. Parker.)
Hartford.—Brown, Thomson & Co. (F. H. Le Pard.)
 —G. Fox & Co. (E. Moriarity.)
 —Wise, Smith & Co. (S. Youngman.)
New Haven.—The Edward Malley Co. (Miss Belle C. Morris.)
New London.—The S. A. Goldsmith Co. (N. Dreyfus.)

DISTRICT OF COLUMBIA.

Washington.—S. Kann, Sons & Co. (S. L. Nye.)
 —Palais Royal. (A. Sid. Heller.)
 —Woodward & Lothrop. (F. E. Woodward.)

GEORGIA.

Savannah.—Leopold Adler. (Ed. Mayer.)

ILLINOIS.

Chicago.—Boston Store. (H. B. Runyan.)
 —Butler Bros., Wholesalers. (C. C. Olson.)
 —Carson, Pirie, Scott & Co. (T. E. Nolan.)
 —Marshall Field & Co. (Messrs. Harwood & Grund.)
 —Hillman's. (G. L. Israel.)
 —Kestermair Bros., South Chicago Dept. Store.
 —Sol. Klein. (A. I. Novotny.)
 —Rothschild & Co. (Miss K. Ritchie.)
 —Sears, Roebuck & Co. (P. A. Murkland.)
 —Siegel, Cooper & Co. (M. J. Doxley.)
 —“The Fair.” (Western B. & S. Co.)
 —Montgomery Ward & Co. (Duke Hill.)
 —W. A. Wieboldt & Co. (Mr. Andersen.)
Decatur.—Linn & Scruggs D. G. Co. (B. L. Weaver.)
Evanston.—William S. Lord. (A. L. Bogart.)
Galesburg.—O. T. Johnson Co. (Chas. S. Cole.)
Peoria.—Schipper & Block. (Gus Meyers.)
 —P. A. Bergner & Co. (W. Schwentser.)
Rock Island.—L. S. McCabe & Co. (William M. Peck.)
 —Young & McCombs. (Alice Kilpatrick.)
Rockford.—D. J. Stewart D. G. Co. (Leonard Lundean.)
Streator.—D. Heenan Mercantile Co. (James A. Finlen.)

INDIANA.

Bloomington.—The Wicks Co. (Otto Rott.)
Elkhart.—H. B. Sykes Co. (E. N. Ryker.)
Evansville.—Fowler, Dick & Walker. (James R. Duncan.)
Ft. Wayne.—Wolf & Desseaur. (Louis Des-sauer.)
 —Beadell & Co. (Mr. Beadell.)
 —Rurode D. G. Co. (Mr. Mills.)
Hammond.—Kaufman & Wolf.
Indianapolis.—Pettis D. G. Co. (J. E. Keller.)
 —H. P. Wasson & Co. (A. H. Howard.)
Terre Haute.—A. Herz. (M. E. Herz.)
 —Root D. G. Co. (Miss Shuomaker.)
Valparaiso.—J. Lowenstine. (G. W. Bartholomew.)

IOWA.

Charles City.—The Ruste Co. (G. R. Alvord.)
Davenport.—Harned & Von Maur. (Mr. Von Maur.)
 —J. H. C. Petersen's Sons. (Louis Crampon.)
Des Moines.—Yunker Bros., Inc. (Miss B. F. Copp.)
Ottumwa.—W. J. Donelan & Co. (Miss L. Johnson.)
Sioux City.—The Belletier Co. (H. E. Timm.)
 —T. S. Martin Co. (M. V. Duggan.)

KENTUCKY.

Louisville.—The Stewart D. G. Co. (Mrs. Von Eye.)
 —J. Bacon & Sons. (C. A. Weissenberger.)
 —Kaufman Straus Co. (Z. Jacoby.)
 —Herman Straus & Sons Co., Inc. (Miss J. Levi.)

LOUISIANA.

New Orleans.—Maison Blanche. (Miss Kate Connelly.)
 —D. H. Holmes Co. (Edw. Bonnet.)

MAINE.

Lewiston.—The Great Dept. Store. (Arthur L. Paine.)
Portland.—Porteous, Mitchell & Braun Co. (O. A. Moore, Jr.)
 —J. R. Libby. (Ralph Libby.)

MARYLAND.

Baltimore.—A. A. Brager. (T. G. Hardesty.)
 —A. Eisenberg. (H. J. Bender.)
 —Joel Gutman & Co. (Miss Bessie H. Plant.)
 —Nathan Gutman & Co. (Herbert Gutman.)
 —Hochschild, Kohn & Co. (W. Sondheim.)
 —Stewart & Co. (L. Seidenman.)
 —Baltimore Bargain House, Wholesale. (B. W. Sebold.)

MASSACHUSETTS.

Boston.—Houghton & Dutton. (W. E. Norcross.)
 —Jordan, Marsh Co. (E. A. Pitman.)
 —Murphy Bros. (J. J. Murphy.)
 —Henry Siegel Co. (Wm. J. Schwartz.)
 —Timothy Smith & Co. (Wm. DeNeil.)
 —R. H. White Co. (Sol. Abbott.)
 —L. S. Brown Co. (Harry P. Brown.)



HUGH SHIELDS

Buyer for The Denver Dry Goods Co.

HUGH SHIELDS, the well-known buyer for the Book Department of The Denver Dry Goods Company, is a man who has become well known and generally and genuinely liked for his sterling good qualities, his indefatigable industry and his genuine love of his work. During the ten years in which he has been manager of this department it has grown from a diminutive and exceedingly limited affair to be one of the largest and best book departments in the United States. Mr. Shields is an Englishman by birth, having come to this country when quite young; but has long since foresworn allegiance to the Union Jack and is now a faithful ally of the Stars and Stripes. He is ably assisted in his work by Miss J. Neely, perhaps the best known and most widely esteemed book woman in the West.

Fall River.—R. A. McWhirr Co. (F. J. Starrett.)
Fitchburg.—Nichols & Frost. (J. H. Potter.)
Gloucester.—Wm. G. Brown & Co. (F. A. Kinsman.)
Haverhill.—Mitchell & Co. (Miss G. W. White.)
Lawrence.—Reid & Hughes Co. (L. E. Ben-nick.)
Lowell.—A. G. Pollard & Co. (Frank A. Smith.)
Lynn.—P. B. Magrane & Co. (T. Sullivan.)
Salem.—Almy, Bigelow & Washburn. (Miss H. L. Barker.)
 —W. G. Webber Co. (J. Donovan.)
Springfield.—Forbes & Wallace. (E. B. Noyes.)



FREDERICK D. LACY
Manager Retail Dept., Putnam's.

FREDERICK D. LACY, manager of the Retail Department of G. P. Putnam's Sons, was born on a farm in Monroe County, N. Y., and in his early days experienced all the joys of country life, including that of hard work. He obtained his schooling under many adverse conditions, finishing off with a few years at the Le Roy Academy. On entering urban life in 1875, he connected himself with the firm of Steele & Avery in Rochester, then the leading house in its line in Western New York. After five years of training there he came to New York and engaged with Dodd, Mead & Company, 755 Broadway, where he remained three years, and, obeying an impulse to see the West, he migrated to St. Louis, from which point he made trips of discovery to the Rockies and through the North-West States. His passion for travel satisfied, Mr. Lacy accepted an opening with G. P. Putnam & Sons in 1886 and is now completing a quarter century record there. As a well-grounded bookman he has a large acquaintance with the best retail buyers, including many "collectors" of wide reputation. He goes abroad every year in the early summer to secure specialties for his department. Incidentally, he is a true golf enthusiast, especially since developing a "drive" that will some day put him as a golfer, as he is a bibliophile, in Class A.

Worcester.—Barnard, Sumner, Putnam Co. (Miss G. L. Howe.)
—Denholme & McKay Co. (W. C. Everett.)

MICHIGAN.

Bay City.—Hawley D. G. Co. (S. C. Musial.)

Detroit.—J. L. Hudson Co. (Miss Mabel E. Crittenden.)
—Partridge & Blackwell. (F. R. Hettinger.)
Grand Rapids.—Chas. Trankla & Co. (H. G. Robertson.)
—Hazeltime & Perkins Drug Co. (J. H. Hagy.)
—Herpolsheimer Co. (Trampton.)
Jackson.—L. H. Feld. (Miss Brown, Miss Herrington.)
Kalamazoo.—J. B. Jones' Sons Co. (W. O. Jones.)
Lansing.—The F. N. Arbaugh Co.
Saginaw.—Wm. Barie D. G. Co. (W. D. Broome.)
—M. W. Tanner Co. (L. W. Bixby.)
Traverse City.—Hannah & Lay Mercantile Co. (William Legate.)
—Cantile Co.

MINNESOTA.

Duluth.—I. Freimuth. (David Loewers.)
—Johnson & Moe. (A. O. Anderson.)
—Panton & White Co. (D. Young.)
Minneapolis.—Dayton D. G. Co. (John N. Skinner.)
—Bueler Brothers, Wholesalers. (E. J. Fessler.)
—L. S. Donaldson Co. (F. O. Williams.)
—Minneapolis D. G. Co. (W. C. Whitney.)
—Powers Mercantile Co. (L. H. Wells.)
St. Paul.—Mannheimer Bros. (J. A. Belmeur.)
—"The Golden Rule." (St. Paul B. & S. Co.)

MISSOURI.

Kansas City.—G. Bernheimer Bros. & Co. (J. H. Bernheimer.)
—Jones D. G. Co. (A. M. Levy.)
—Geo. B. Peck D. G. Co. (P. A. McKenna.)
—Emery Bird Thayer D. G. Co. (C. B. Sefranka.)
St. Joseph.—Townsend, Wyatt Co.
St. Louis.—Wm. Barr D. G. Co. (P. J. Sefranka.)
—Butler Bros., Wholesalers. (W. A. Cunningham.)
—"Famous." (I. Solomon.)
—Stix, Baer & Fuller. (Thos. D. Porcher.)

NEBRASKA.

Lincoln.—Miller & Paine. (J. H. Willis.)
—H. Herpolsheimer Co. (A. D. Smith.)
Omaha.—The Bennett Co. (Henry Kieser.)
—J. L. Brandeis & Sons (Western B. & S. Co.)
—Hayden Brothers. (P. H. Johnson.)
—Thos. Kilpatrick Co. (Robert Cowell.)

NEVADA.

Reno.—Gray, Reid, Wright Co.

NEW JERSEY.

Newark.—L. Bamberger & Co. (George J. Schindel.)
—Hahne & Co. (Max Hesslein.)
—W. V. Snyder. (George O. C. Velsor.)
Paterson.—Quackenbush & Co. (F. A. Orr.)
Trenton.—S. P. Dunham & Co. (Miss K. O'Donnell.)
—S. E. Kaufman. (Miss L. Butterfoss.)

NEW YORK.

- Albany.*—W. M. Whitney & Co. (Mrs. James H. Leake.)
 —John G. Meyers Co. (Mr. Chalmers.)
 —Waldman Bros. (M. C. Waldman.)
Binghamton.—Fowler, Dick & Walker. (Miss Harriet B. Mason.)
 —Hills, McLean & Haskins. (Miss M. J. Sharpsteen.)
Brooklyn.—Abraham & Straus. (August E. Eckle.)
 —H. Batterman. (Miss G. Smith.)
 —Burden & Co.
 —Frederick Loeser & Co. (Victor Eckland.)
 —John McCormick. (John J. Daly.)
 —Levi Bros. & Co. (Nathaniel H. Levi.)
 —A. D. Matthews' Sons. (Miss M. Tracy.)
 —Price & Rosenbaum. (L. Steinmeyer.)
Buffalo.—Adam, Meldrum & Anderson Co. (Henry J. Simons.)
 —J. N. Adam & Co. (W. A. Brost.)
 —The Wm. Hengerer Co. (Miss M. Sturtevant.)
Ithaca.—Rothschild Bros. (J. D. Rothschild.)
Jamestown.—Jones & Audette. (C. L. Audette.)
New York City.—Barnett Bros. (J. L. Barnett.)
 —Best & Co. (Adolf Rief.)
 —Bloomingdale Bros. (Samuel Mayers.)
 —L. M. Blumstein. (Miss Fitzpatrick.)
 —Butler Bros., Wholesalers. (Henry Gerlach.)
 —H. B. Claffin Co. (W. H. Arnold.)
 —John Daniell, Sons & Sons. (Mrs. Jean-not.)
 —Ehrich Bros. (W. M. Sporborg.)
 —14th St. Store. (Frank Chamberlain.)
 —Greenhut-Siegel Cooper Co. (H. Kleinteich.)
 —Gimbel Brothers. (Joseph Scammell.)
 —H. C. F. Koch & Co. (Miss Rose Joseph.)
 —J. Lauchheimer & Co., 86th St. and 3d Ave. (Edgar F. Bayley.)
 —McPartland & O'Flaherty. (Wm. Middleton.)
 —R. H. Macy Co. (Miss E. L. Kinnear.)
 —A. Neuhaus & Co., 466 Columbus Ave. (Miss Stucker.)
 —O'Neil-Adams Co. (Max Hesslein.)
 —Rothenberg & Co. (H. J. Palmer.)
 —James R. Senior Corporation. (Miss C. Coucklyn.)
 —Simpson-Crawford Co.
 —Syndicate Trading Co., Wholesalers. (W. H. Arnold.)
 —John Wanamaker. (William J. Macmillan.)
 —W. T. Walton, Jr. (W. T. Walton, Jr.)
Rochester.—E. W. Edwards & Sons. (Miss A. M. Smith.)
 —Burke, Fitzsimons, Hone & Co. (Edward Toole.)
 —Duffy, McInnerney Co. (J. E. Kelley.)
 —McCurdy & Norwell Co.
 —Sibley, Lindsay & Curr Co. (R. G. Powers.)
Schenectady.—H. S. Barney Co. (Miss Elizabeth A. Ledger.)
 —Reeves-Lufman Co. (M. P. Swart.)



MISS H. J. HOEPP

Buyer for The Shepard Co.

MISS H. J. HOEPP, the buyer of the Book and Stationery Department of The Shepard Co., Providence, started in the book business as a "saleslady" for W. V. Snyder & Co., Newark, N. J.; gradually working her way up until she was made buyer of the Book Department, which position she held for three years, leaving there to take a similar position with A. D. Matthews' Sons, Brooklyn. After one year with that concern she left to take a position as buyer of the Stationery Department of Greenhut & Co., New York. At the recent consolidation of that firm and the Siegel-Cooper Co., of New York, she left to accept the responsible position she now holds.

- Syracuse.*—E. W. Edwards & Sons. (M. Bettinger.)
 —Bacon, Chappell Co. (H. J. Groat.)
 —Dey Bros. & Co. (John B. Murphy.)
 —The Hunter, Tuppen Co. (Charles F. Tuppen.)
 —H. G. Stone. (Walter R. Stone.)
Troy.—E. W. Edwards & Sons. (Miss E. A. Brown.)
 —Wm. H. Frear & Co. (E. A. Frear.)
 —E. C. Tower & Co. (E. C. Tower.)
Utica.—A. S. & T. Hunter. (C. A. Vencill.)
 —Robert Fraser. (J. T. McDermott.)

OHIO.

- Akron.*—M. O'Neill & Co. (William E. Glass.)
 —C. H. Yeager & Co. (Miss Frances Packard.)
Canton.—Kenny Bros. (J. H. Kenny.)
 —Wm. R. Zollinger & Co. (H. C. Zollinger.)



WILLIAM J. MACMILLAN

Associate Buyer, Wanamaker's, N. Y.

WILLIAM J. MACMILLAN, the associate buyer of the book department in John Wanamaker's, New York, in his early teens was a newsboy in Philadelphia. He started as cash boy in the great store of Wanamaker soon after his fourteenth birthday, and became attached to the book department under Warren Snyder. For a short period he left Philadelphia and was with Hilton, Hughes & Company, New York, when Mr. Snyder and he came over from the Quaker City to the book department in the old A. T. Stewart house. When the conquering Wanamaker took over this business, Mr. Macmillan happily landed back in the fold. He then became associate buyer, a post he has filled with general satisfaction for the past fifteen years. Mr. Macmillan is the sympathetic friend of the entire staff of his department, and has always kept himself in touch with his associates by a wise plan of getting them together at intervals for heart to heart talks on ways and means, and for the frank discussion of the many problems, big and little, that crowd a business so active and extensive. Within the past year, Mr. Macmillan has made a trip abroad with a view to studying the French and German book markets, and also enlarging his knowledge of the rare and old book business, which has developed largely in the Wanamaker stores.

Cincinnati.—Hanke Bros. (Wm. Davis.)
 —Geo. W. McAlpin Co. (Miss L. Duzan.)
 —John Shillito Co. (Western Book and Stationery Co., Chicago.)
Cleveland.—The May Co. (E. D. Stauffer.)
Columbus.—The Beggs Co. (Chas. Crowley.)
 —The Z. L. White Co. (A. J. Scott.)

Dayton.—Elder & Johnson Co. (Fred. Fleischauer.)
Norwalk.—C. F. Jackson Co. (A. P. Cole.)
Portsmouth.—Anderson Bros. Co. (A. N. Horr.)
Sandusky.—Herb & Myers Co. (M. R. Herb.)
Springfield.—The Edw. Wren Co. (G. M. Wren.)
Toledo.—W. L. Milner & Co. Mrs. E. H. Hubbard.)
 —The Clinton-Close Co. (A. W. Goodman.)
Youngstown.—J. N. Euwer's Sons. (John Euwer.)
 —G. M. McKelvey & Co. (Miss Froggett.)
Zanesville.—The H. H. Sturtevant Co. (F. W. Pickup.)

OREGON.

Portland.—Lipman Wolfe & Co. (Mrs. K. Ormsby.)
 —Meier & Frank Co. (V. Cooley.)

PENNSYLVANIA.

Allentown.—Hess Bros. (Mary German.)
 —Hollinger-Harnard Co. (Miss Holman.)
Altoona.—Wm. F. Gable & Co. (Gayle W. Burlingame.)
Easton.—Wm. Laubach & Sons. (C. M. Laubach.)
Erie.—Erie D. G. Co. (The Boston Store.) (William R. Spittal.)
Harrisburg.—Dives, Pomeroy & Stewart. (Latimer Willis.)
Lancaster.—Leinbach & Co. (Miss B. Hostetter.)
 —Foster & Cochran. (Charles Wagner.)
 —Hager & Bro. (Robert C. Masterson.)
 —Watt & Shand. (Edward G. Eby.)
 —Williamson's. (S. W. Shumaker.)
Philadelphia.—Gimbel Bros. (Jos. Scammell.)
 —Lit Bros. (Miss K. Callen.)
 —N. Snellenburg & Co. (Edward Hugel.)
 —Strawbridge & Clothier. (Walter S. Lewis.)
 —John Wanamaker. (Warren Snyder.)
Pittsburgh.—Boggs & Buhl. (Jos. O. Young.)
 —Joseph Horne Co. (J. C. Kemp.)
 —Kaufman Bros. (T. Edw. Jones.)
Reading.—Dives, Pomeroy & Stewart. (C. C. Chrismer.)
 —Lord & Gage. (H. Gounder.)
Scranton.—Jonas Long's Sons. (Mrs. Alice Kenney.)
Wilkes-Barré.—Jonas Long's Sons. Mrs. Sheehan.)
 —Fowler, Dick & Walter. (Thomas F. Hefferman.)
Williamsport.—Bush & Bull Co. (J. T. O'Brien.)

RHODE ISLAND.

Providence.—Callender, McAuslan & Troup Co. (K. G. Berger.)
 —The Shepard Co. (Helen J. Hoepp.)

TENNESSEE.

Chattanooga.—D. B. Loverman Co. (B. C. Loverman.)
 —Miller Bros. (A. Mathis.)
Knoxville.—Caldwell-Edington D. G. Co. (E. C. Caldwell.)

Knoxville.—M. M. Newcomer Co. (L. G. Exiner.)
 Nashville.—Castner-Knott Co.
 Memphis.—J. Goldsmith & Sons Co. (David S. Levy.)
 —Bry-Block Mercantile Co.

TEXAS.

Austin.—Scarborough & Hicks.
 Dallas.—Sanger Brothers. (Mr. Millington.)
 Ft. Worth.—The Fair. (J. M. Brown.)
 San Antonio.—Wolff & Marx Co. (J. K. Sterne.)
 —Joske Bros. Co. (Mr. Criswell.)
 —Saul Wolfsohn D. G. Co. (A. Wolfsohn.)

VERMONT.

Burlington.—J. W. McAuslan Co. (Miss L. Michaud.)

VIRGINIA.

Norfolk.—Miller, Rhoads & Swartz, Inc. (M. Chubb.)
 —Watt, Rettew & Clay, Inc. (M. Ott.)
 Richmond.—Miller & Rhoads, Inc. (Ralph B. Henry.)
 —The Cohen Co. (Miss Rose Duffy.)
 —MacBain & Hyslop, Inc. (A. A. Johnson.)
 Roanoke.—Watt, Rettew & Clay. (Mr. Johnson.)

WASHINGTON.

Seattle.—The Bon Marché. S. McGarry.)
 Tacoma.—People's Store Co. (W. H. Conger.)
 —Rhodes Bros., Inc. (J. F. Zorme.)

WEST VIRGINIA.

Charleston.—Warwick, Barrett & Shipley. (C. R. Shipley.)
 Morgantown.—Acme Dept. Store. (Milton C. Sherr.)
 Wheeling.—Stone & Thomas. (W. E. Rownd.)

WISCONSIN.

Fond du Lac.—The O'Brien D. G. Co.
 La Crosse.—Wm. Doerflinger Co. (A. M. Toeller.)
 Marinette.—Lauerman Bros.
 Milwaukee.—Gimbel Bros. (Western B. & S. Co.)
 —The Boston Store. (E. Higgins.)
 —Espenhain & Co. (J. Hosmer.)
 —Kroeger Bros. Co. (John S. Kroeger.)
 —Schuster & Co. (Leo Arnstein.)
 Oshkosh.—F. A. Plummer Co., Ltd. (J. Y. Hull.)
 Sheboygan.—H. C. Prange Co.

AN AUTHOR'S RISE TO FAME.

A STORY—AND A PARABLE.

A FEW days later his secretary brought him a letter.

"I say, Geraldine," he cried, genuinely moved, on reading it. "What do you think? The Anti-Breakfast League wants me to be the president of the league."

"And shall you accept?" she asked.

"Oh, certainly!" said Henry. "And I shall suggest that it's called the National Anti-Breakfast League in future."

"That will be much better, dearest," Geraldine smiled.



CHARLES R. DENNEN

Buyer for John V. Sheehan & Co.

CHARLES R. DENNEN's twenty-one years' experience as buyer and junior partner of John V. Sheehan & Company, Detroit, is rather belied by his youthful appearance. Nevertheless since 1890 he has been in one way or another connected with the business. To have been associated with the same firm during all of this time, with the exception of one or two years, marks one as being possessed of no small degree of ability. Mr. Dennen entered the employ of Sheehan & Company of Ann Arbor in 1893, remaining with them until 1908, when he came to Detroit, continuing the association, but this time as a partner in the business. Since then, through his business ability and knowledge and love of books he has become a potent factor in the book business of Detroit. All good bookmen should ride a hobby-horse. Mr. Dennen's is a golf-stick. Many of the travellers who have followed him over Detroit Golf Club course can testify as to his skill in running down the "putt." The travellers all size him up as a good sportsman and one of the "live wires" of the book business in the Middle West.

Thus ends Arnold Bennett's account of the rise to fame of Henry Shakspeare Knight in "A Great Man," a comedy of success and a book that might be read with profit as well as entertainment in these days of the salt rising author. All the aspiring should read of the developing steps of Henry.

Henry's father was a draper living in London who wrote letters of weighty counsel to the press properly subscribed with such signatures as "Fiat Justitia," "Taxpayer," "Pro Bono Publico" and "One Who Knows." In



V. M. SCHENCK

Buyer for Johnson's Bookstore, Springfield, Mass.

V. M. SCHENCK, the buyer of Johnson's Bookstore in Springfield, Mass., is one of the sanest live wires in the retail trade. He discovered the art of bookselling in the quiet town of Fulton, N. Y., where he was general utility boy in the store of C. S. Eggleston, an old time dealer, back in the middle eighties. For twelve years after his brief year in the Fulton shop he had various experiences, East and West, in school and out. Like many others, however, he had become inoculated with the booktrade spirit and eventually in 1897 returned to the fascinating fold, entering the employ of Henry R. Johnson, whose establishment in recent years has become one of the largest of its kind in New England. As a gauge of Mr. Schenck's snappy work in the development of this business, it is only necessary to read his paper on "Store Management," delivered two years ago at the convention of the American Booksellers' Association. That address marked him as a man of rare managerial genius. He has a very keen interest in the work of the A. B. A., and has been chairman of its "steering" or programme committee for several years.

fact it was to one of these literary interludes that Henry owed what was to be a tag of fame—his name, Shakspeare.

"In the immortal words of Shakspeare, who—" Henry's father was writing at the moment of Henry's birth, and the omen was accepted.

Many years follow, revealing no portent. But at length in Henry's twenty-third year, himself filling the unexciting post of secretary to some worthy legal light, he is come upon in bed, coddled and with the measles.

The moment is eventful. He has been left alone for a minute. Aunt Annie enters and glances at the gas.

"I could have been certain I left the gas turned down," she remarks.

"I turned it up," says Henry.

"You got out of bed! Oh, Henry! And your temperature was 102 only the day before yesterday!"

"I thought I'd begin that thing—just for a lark, you know," he explained.

He drew from under the bedclothes the household washing book. And there at the top of a page, were Aunt Annie's last interrupted strokes, "2 Ch—," and underneath "Love in Babylon" and the commencement of the tale. The marvellous man had covered nine pages of the washing book.

Within twenty-four hours not only Henry but his mother and aunt had become entirely absorbed in Henry's tale. They wondered how he thought of it all, and Henry himself wondered a little too. It seemed to come without trouble and almost without invitation.

Fortified by two halves of a mince tart and several slices of turkey sent by Sir George, his employer, he filled the washing book before dusk on Christmas Day; and on Boxing Day despite the faint, admiring protests of his nurses he made a considerable hole in a quire of the best ruled essay paper. It was a love story. It ran:

"Babylon!

"And in winter!"

And it ended:

"Babylon in winter.

"Babylon!"

Having achieved the work in seven days and seen it copied out in Aunt Annie's fine hand and disinfected, along with the other measles adjuncts, Henry got well, went back to the office, inclined to look upon his "Love in Babylon" as a weakness attendant upon his illness. He sent it about nevertheless, and it came back always, till at length he put it away.

It languished in a drawer for three months, till one day a literary agent happened to come to Henry's office. Henry told him of his story, then sent a telegram to his mother to bring it to him straightway. Here faith played strong. The hansom in which mother and Aunt Annie took passage colliding with a market cart, upset and "Love in Babylon" was smothered in spring onions!

A lamentable accident, seemingly. But not so much so. Henry with his manuscript finds in due time Mark Snyder, literary agent. A description of the latter's habitat follows:

"The prospective client examined the room. It had a carpet and lovely almanacs on the walls, and in one corner on a Japanese table was a tea service in blue and white. Tables more massive bore enormous piles of all shapes and sizes of manuscripts, scores and hundreds of unprinted literary works, and they all carried labels, 'Mark Snyder, Literary Agent.'"

Here is a picture of the agent within his sanctum:

"His feet were on a Turkey carpet. He

was seated in a Chippendale chair. A glorious fire blazed behind a brass fender, and the receptacle for coal was of burnished copper. Photogravures in rich oaken frames adorned the roseate walls. The ceiling was an expanse of ornament, with an electric chandelier for centre."

Despite all this and the fact that the agent was a "fair, handsome man of about forty," who laughed much, long and heartily, Henry left without having disposed of his manuscript. But the visit was not futile, for Mr. Snyder had been reminded of the name of a publisher by sniffing at the peculiarly scented manuscript. Henry caught at the name, Onions Winter, and sent the story on to him. Then he himself was summoned. Another description:

"The establishment of Mr. Onions Winter was in Leicester Square between the Ottiman Music Hall and a milliner's shop. The leading feature of the ground floor was a vast arch extending across the entire frontage in something more than a semicircle.

"Projecting from the keystone of the arch was a wrought iron sign bearing a portrait in copper and under the portrait the words 'Ye Shakspeare Head.' Away beneath the arch was concealed the shop window, an affair of small square panes, and in the middle of every small pane was stuck a small card, 'The Satin Library—Onions Winter.'

"This mystic phrase was repeated 165 times. To the right of the window was a low green door with a copper handle in the shape of a sow's tail and the legend 'Ye Office of Onions Winter.'"

When Henry got inside the office he came to the conclusion that all literary offices must be drawing rooms. Before he left he had sold the book, getting a fair royalty. Mr. Onions let out a secret:

"The fact is I shouldn't have thought twice about it if it hadn't been for this peculiar odor."

And so the book was sold. Onions did it. Within two months "Love in Babylon," by Henry S. Knight, was published as the first volume of Mr. Onions Winter's Satin Library, a "perfect bibelot," as the publisher described it.

The Satin Library and "Love in Babylon" took. Henry got famous. He was interviewed by Miss Geraldine Foster, who wrote under the signature "Flossie Brighteye" for the "Lions in Their Lairs" column of *Home and Beauty*. Then Henry had to fulfil his contract to Mr. Onions Winter and write another satin enclosure, but he could think of nothing to write about.

He was in a terrible quandary. In the midst of his worry he became involved in a dinner engagement with Flossie Geraldine and went to dine at the Louvre, where the commissionaire stood six feet six and a half inches high, wore a coat like the side of a blue house divided by means of pairs of buttons into eighty-five stories, had the face of a poet addicted to blank verse and was altogether the pride of the establishment. Henry was then and there inspired, though he did not realize it for an hour or so.



FRED O. WILLIAMS

Buyer for the L. S. Donaldson Co.

FRED O. WILLIAMS, buyer for the book department of L. S. Donaldson & Company, Minneapolis, Minn., is quite the genial man that his portrait proclaims. He began his apprenticeship in his early years as a bookseller with Brown & Pilcher, of Jackson, Mich., the senior member of which firm was a famous character among the wits and good fellows who yearly attended the Trade Sales in Clinton Hall, New York. He remained with them for twelve good years. Then, looking for larger opportunities he joined forces with the Eaton & Lyon Company, of Grand Rapids. The wide knowledge gained in two such well-known houses equipped him thoroughly for the position he accepted in 1897 with the L. S. Donaldson Company, and during the fourteen years since his coming there, he has labored faithfully to build up and maintain a book department that is now one of the best in the United States.

"You must tell me about your new story," pleads Geraldine.

And though he himself hadn't known, he now tells her the touching tale of a youth with a sensitive artist's soul who grows up with starved ambition and a giant's body which also becomes starved, who would have starved utterly had not the manager of a West End restaurant caught sight of him one day, offering him a place as doorkeeper at a pound a week and tips. And so the man with the soul and brains of a great artist was reduced to opening cab doors, until one night he died in the snow outside the restaurant; consumption.

"What are you going to call it?" asked



C. W. SMITH

Buyer for Scrantom, Wetmore & Co.

C. W. SMITH, the well-balanced buyer for the famous old house of Scrantom, Wetmore & Co., was born in the city of the Golden Gate in 1879. After college graduation he entered the hardware business in Rochester, but tiring of this uninteresting field he accepted a position with his present firm. His growth in book lore has been rapid, comprising now not only current offerings but a well grounded knowledge of books in fine bindings and rare items as well as the current literature of the press. As a student of the profession of bookselling he is genuinely optimistic and holds to the belief that successful bookselling must be in accordance with modern merchandising methods. He believes in the dignity of his calling and is a splendid example of the "cheerful bookseller," enthusiastic, among other things, for the Net Price system.

Geraldine after listening breathlessly to this original tale.

"Call it?" He hesitated a second. "'A Question of Cubits,'" he said.

"You are simply wonderful at titles," she observed. And she was right.

Luck smiled on Mr. Knight. While out with Geraldine they went to the Alhambra, where Henry, hardly knowing how he got there, found himself on the stage with half a dozen others to see that a magician's box used in a trick was a bona fide box. Lucky Henry got locked in the box and had to be carted out to the wings and extricated. The next morning on his way to business he saw everywhere the placards of morning newspapers thus:

Amusing Incident at the Alhambra.
A Novelist's Adventure.
Vanishing Author at a Music Hall.
A Novelist in a Box.

Lucky Henry was well on the way to fame indeed. That autumn Mr. Onions Winter sent a balloon up into the sky. He reported unhesitatingly that "A Question of Cubits" was one of those books which succeed before they are published. Mr. Onions Winter knew because he was sagacious. Quoting the narrator of these adventures, "for during a considerable period the Anglo-Saxon race was not permitted for a single day to forget that at a given moment the balloon would burst and rain copies of 'A Question of Cubits' upon a thirsty earth."

To help along, the paragraph concerning Henry and the magician's box, having crystallized itself into a fixed form under the title "A Novelist in a Box," had started on a journey round the press of the entire world, hospitably received by the editors of the nations. Mr. Onions Winter reckoned that it alone was worth £500 to him.

"Love in Babylon" was still performing marvels in getting itself, in its sunflower hued dress, sold and read; and as the day of publication of its successor drew nearer the author resembled Little Jack Horner of the historic corner pulling out his plums of fame and soliloquizing, "What a curious, interesting, strange, uncanny, original boy am I!"

And at that he was filled with a secret and profound amazement that his stuff was readable. A tremendous and continuous diet of press cuttings, however, is stimulating and fattening—not for modesty.

So Henry got famous and consequently felt himself justified in quarrelling with his employer, cut loose, had the drawing room at home converted into a study and became a full fledged literary man.

"Not dead in the snow yet?" the wits of the West End would greet the giant door-keeper at the Louvre, whom skilful rumor had implicated, and he would reply, "No, sir. No snow, sir."

The advertisers stepped in to help. As thus: "A Question of Cubits. Every hour of every day we sell as many cigarettes as if placed on end one on the top of the other would make a column as lofty as the Eiffel Tower. Owing to the fact that the cigarettes are not once mentioned in 'A Question of Cubits' we regret to say that the author has not authorized us to assert that he was thinking of our cigarettes when he wrote Chapter VII. of that popular novel."

Clever Henry got to the stage, where he was sought for interviews, and refused himself. Even respectable journals were reduced to paragraphs such as: "Apropos of Mr. Knight's phenomenal book, it may not be generally known what the exact measure of a cubit is. There have been three different cubits, the Scriptural, the Roman and the English. Of these, the first named," etc.

When all this had come about Henry went abroad for a holiday and had some singular

and enlightening adventures at Monte Carlo, involving a breaking of the bank and consequent and wide reaching press notice to this effect:

"Mr. Henry S. Knight, the famous young English novelist, broke the bank at Monte Carlo the other day. He was understood to be playing with Mademoiselle Cosette, the well known Parisian divette, who is also on a visit to Monte Carlo. I am told that the pair have netted over a hundred and sixty thousand francs."

All this, as usual, turned to pure gold for Henry. Before leaving England he had put himself in the hands of Mark Snyder, literary agent, to the intense grief of Onions, and he had contracted to write a novel. As usual also he had not the faintest idea of what it was going to be about. He came back to England, married Geraldine and was inspired. His book was to portray a victim to the passion of gambling redeemed by the love of a pure young girl with attendant dramatic scenes of Paris, the train *de luxe* at Monte Carlo. He revealed the plot to the unsuspecting and admiring Geraldine.

"What do you think I'm going to call it?" he demanded gleefully.

"I don't know," she said.

"Red and Black." Isn't that a fine title?"

She admitted that it was, but reminded him of Stendhal.

"Suppose I call it 'Black and Red'? Will that do?" he asked.

"It would do," she answered, "but it doesn't sound well."

"I've got it!" he cried exultantly. "I've got it! 'The Plague Spot.' Monte Carlo, the plague spot of Europe, you know."

"Splendid!" she said with enthusiasm. "You are always magnificent at titles."

And it was universally admitted that he was.

The novel was a triumph. The name subscribed was not Henry S. Knight, as of yore, but Henry Shakspeare Knight. An article in a monthly review entitled "The Art of Henry Shakspeare Knight" had given Henry the tip. "The" magazine of London, and one of "the" magazines of America, were to publish it serially. There were still worlds to conquer; and they obligingly walked up to Henry's door and announced themselves.

An acquaintance of Geraldine's asked for "Love in Babylon" to dramatize for a curtain raiser. Henry got in on it. The friend wanted to do likewise with "The Plague Spot." "But why not I alone" said Henry, and he did—alone. John Pilgrim, the greatest of London's actor producers, was to put it on at Prince's—which speaks for itself.

"The third and the greatest crisis in the unparalleled popularity of Henry Shakspeare Knight began to prepare itself," relates Mr. Bennett's Henry's biography. "The rumor of its coming was heard afar off, and every literary genius in England and America who was earning less than ten thousand pounds a year ground his teeth and clenched his hands in impotent wrath.

"The boom and resounding of 'The Plague Spot' would have been deafening and im-



PENRHYN W. COUSSENS

Juvenile Dept., A. C. McClurg & Co.

PENRHYN W. COUSSENS, head of the juvenile department of A. C. McClurg & Company, was born in Hastings, England. Anxious, at an early age, to see more of the world, he came to the United States, and, after various sojournings, entered the employ of McClurg & Company in 1893, in their bookkeeping offices. Soon afterwards he was transferred to the Juvenile Department, in which he made his way steadily upward until he became its responsible head. Mr. Coussens is known also as the compiler of several valuable volumes in children's literature, a gift of selection which comes to him through his wide knowledge of the juvenile demand. His "Poems Children Love" (1908) and "Child's Book of Old Tales," to be published this year, will be followed by still another now in preparation, to be entitled "A Book of Suggestions for Children's Reading." Among the travellers he has made many close associations.

mense in any case; but Henry had an idea, and executed it, which multiplied the advertisement tenfold. It was one of those ideas, at once simple and utterly original, which occur only to the favorites of the gods.

"The serial publication of 'The Plague Spot' finished in June, and it had been settled that the book should be issued simultaneously in England and America in August. Now, that summer John Pilgrim was illuminating the provinces and he had fixed a definite date, namely, October 10, for the reopening of Prince's Theatre with the dramatic version of 'The Plague Spot.' Henry's idea was merely to postpone publication of the book until the production of the play.

"Mark Snyder admitted himself struck by



HARRY B. RUNYAN

Buyer for the Boston Store, Chicago.

HARRY B. RUNYAN, the buyer of the Book and Stationery Departments of the Boston Store, Chicago, started to work October, 1899, for Sears, Roebuck & Co.; gradually working his way up until in 1904 he was made buyer of the Book Department, a position which he filled until 1906, leaving to accept a similar position with the Cash Buyer's Union, where he remained for one year. In February, 1908, he accepted his present position. The Boston Store had at that time a small Stationery Department, and handled a few books. In three years Mr. Runyan has built up a large Book and Stationery business which is occupying just twice the space this year it had one year ago. Mr. Runyan is thirty-four years "young," married, and has two children. He is an enthusiastic baseball "fan," and being loyal to his home town, predicts that the Chicago White Sox win the 1911 pennant.

the beauty of this scheme, and he made a special journey to America in connection with it, a journey which cost over £100. The result was an arrangement under which the book was to be issued in London and New York and the play to be produced by John Pilgrim at Prince's Theatre, London, and by Lionel Belmont at the Madison Square Theatre, New York, simultaneously on one golden date.

"The splendor of the conception appealed to all that was fundamental in the Anglo-Saxon race.

"John Pilgrim was a finished master of advertisement, but if any man in the wide world could give him lessons in the craft that man was Lionel Belmont. Macalstairs [the pub-

lishers] too in their stately, royal way knew how to impress facts upon the public.

"Add to these things that Geraldine bore twins, boys.

"No earthly power could have kept those twins out of the papers, and accordingly they had their share in the prodigious, unsurpassed and unforgettable publicity which their father enjoyed without any apparent direct effort of his own."

On the morning of October 10 Henry strolled incognito around London. Every bookseller's shop displayed piles upon piles of "The Plague Spot." Every newspaper had a long review of it. Nearly every other omnibus carried the legend of "The Plague Spot."

At noon Henry passed by Prince's Theatre. Two small crowds had already taken up positions in front of the entrances to the pit and the gallery, and several women seated on camp stools were diligently reading the book in order the better to appreciate the play.

Twelve hours later John Pilgrim was thanking his kind patrons for a success unique even in his rich and gorgeous annals.

"It was a lucky day for you when you met me, young man," he whispered grandiosely and mysteriously, yet generally, to Henry.

On the façade of Prince's there still blazed the fiery sign which an excited electrician had forgotten to extinguish: "The Plague Spot. Shakspeare Knight."

Henry had shortened his name.

So Shakspeare Knight is enrolled high. He has to exist between a superb mansion and a vast country house because he can never tell what sudden rises his income may take. He employs a secretary, dictates into a phonograph, allows himself to be interviewed and photographed—photographed alone with Geraldine, with the twins and with Geraldine and the twins. It has to be.

"And this is fame," he sometimes says to himself, deciding that though fame is acceptable in many ways, it does not exactly coincide with his early vision of it. He can wear only one suit of clothes at a time after all and can eat not so much as in the old days. But this last point too has brought him fame. It has made him president of the National Anti-Breakfast League, as this account begins, which is the climactic close of "A Great Man," his biography.

One day Henry read in the *Times* that the French Government had made his cousin Tom a chevalier of the Legion of Honor, and that Tom had been elected president of the newly formed Cosmopolitan Art Society, seeming to assume that the honor was the French Government's and the Cosmopolitan Art Society's. Frankly Henry could not understand it; Tom did not even pay his creditors. He couldn't make the money.

"Well, of course," said Geraldine, "everybody knows that Tom is a genius."

This speech slightly disturbed Henry, and the thought floated again vaguely through his mind that there was something about Geraldine which baffled him.

"But then," argued Shakspeare Knight, "I expect all women are like that."—*N. Y. Sun.*

MAKING BOOK AGENTS OF COLLEGE BOYS.

THIS is the time of the year when the subscription book publishers send recruiting agents to the various colleges and universities to round up the army of agents for next summer's campaign.

The recruiting agent advertises in the college or town newspaper that he has "remunerative summer employment for a selected number of young men," but his best field is among "prospects," who have already been marked down by other students who are old book agents. These assistant recruiting agents have spread the story of their great profits and "good times in the field," and when the chief comes they tell him all the "personal points" of their "prospects." For every prospect landed they receive the deposit he puts down for his "outfit," and sometimes a percentage on every book he sells.

If the recruiting agent fails to sell an "outfit" and sign a contract with every introduced prospect he considers himself lacking in persuasiveness. He is satisfied if he lands 50 per cent. of those who answer his advertisements. He has to overcome the prejudice most college men have against becoming book agents.

Between the time he signs his contract and the time he goes into the field the would-be book agent is supposed to become familiar with his "outfit," which includes a complete copy of the "valuable work" which he is to sell, a prospectus, or abbreviated copy, a pouch in which to carry the prospectus concealed under his coat, and a lot of descriptive literature, among which is much matter he has to learn by heart.

Persons who meet book agents often wonder where the book came from. They know that they would never have opened the door if they had seen a man with a book standing there. But the book was in the disappearing pouch, pinned to the inside of the man's coat on a sort of sling. The prospectus is a thing fearfully and wonderfully made, a thing of selected pages, of hybrid bindings in the style of Joseph's coat, with a place to sign names as subscribers and room for testimonials.

In the last days of the term the recruiting agent comes to give the greenhorn agents their "training." He shows them how to hold the prospectus in either hand, the bottom of the binding against the palm, with the fingers curling over, two of them against the lower margin of each page, so that the book may be held as close as possible to the victim, no matter which way he or she turns, and leaving the other hand free to turn pages or point out pictures or passages of interest. Some of the more dexterous greenhorns even learn the extra trick of turning the pages also with but one hand, leaving the other entirely free for eloquent gestures.

When a greenhorn is capable of reciting his description fluently and with expression and meets the answers to objections with sufficient vigor, he is considered fit to be sent to his territory. For this contingency he has been thoroughly instructed. His chief resource is the rural clergy.



FLOYD H. NOURSE

Buyer for The Emporium, San Francisco.

FLOYD H. NOURSE, the buyer of the Book Department of The Emporium, San Francisco, started in the book business in 1904 with Strawbridge & Clothier, Philadelphia, and as an apprentice had an excellent schooling under Walter S. Lewis. After one year with this house he was made assistant buyer to Joseph Scammel, of Gimbel Brothers, in the same city. Believing then that there were greater opportunities for a young man on the road, he accepted a travelling position, but at the end of one year he received and accepted an offer as buyer for The Emporium in the city of the Golden Gate and has just finished his third year in that place. Mr. Nourse has been very successful on the Coast and is popular with all the travelling men.

As soon as he lands in the country community in which it is thought the inhabitants will buy the book the new book agent hunts up various clergymen. His instructions are, if possible, to "board with the minister," even if he cannot make him buy a book, which is the great desideratum.

"Offer the minister a large sum for board," the instructions say in effect. "If he appears reluctant to subscribe, he always has a spare room vacant which he would like to rent. Make the sum offered so large that he will be willing to accept the book, because the amount in cash besides the book will be alone sufficient. In that way you can get his name on your subscription list, and frequently an indorsement."

This scheme usually works. The ice is broken. The book agent, following instructions, ingratiates himself with the minister's family. He picks up the names of well-to-do

citizens, the idiosyncrasies of their wives, and various pieces of local gossip which he will use later. The next day he begins work.

With his prospectus in his disappearing pouch he starts out. He calls casually at the post office for his mail. Already his arrival is a matter of town gossip. Every one is wondering who the new young man is who is stopping at the minister's. He walks casually down the street and rings the bell of Mrs. Griggs, the squire's wife. His conversation, following instructions, is somewhat of this order:

"I called to see you, Mrs. Griggs, because the Rev. Mr. Hymns, your pastor, told me you were a woman who was interested in culture, education, etc. I am spending a few days at Pastor Hymns's house to introduce into this community something that will advance, etc. I want your help.

"I am a student of So-and-So College, and am taking this means of paying a part of my expenses. I feel that I am doing a noble work, in addition to helping myself. With your kind permission I will show you," and at these words, whether Mrs. Griggs gives her permission or not, the book agent's left hand dives into the disappearing pouch, the fingers of the right hand grip the lower margin of the prospectus, and the book agent swings on to the known ground of the learned description.

If Mrs. Griggs does not melt immediately and sign the subscription list, the agent points out the pastor's signature and indorsement, and seeks to find out the reason she will not buy. He has a learned answer, prepared in the company's headquarters, which is a sophistical, if not a logical, refutation of every reason devised by the mind of man why a person should not buy any book that was ever published. If Mrs. Griggs tells why she will not buy, she is obliged to listen to the answer, nevertheless.

But the path of the subscription book agent is not paved with dollars. He makes a dollar or two every time he makes a sale, but he has to talk to at least three persons to make a single sale. Much shoe leather and often much horse hire come out of his purse. The farmer charges him dear for meals. He has to make his own deliveries and the company suffers no returns. If his subscribers change their minds, often his non-deliveries eat up his profits.—*New York Times*.

LEIPZIG AS A PUBLISHING CENTRE.

LEIPZIG, Germany, is the largest publication centre in the world. More books and periodicals are printed there than anywhere else, even more than in London, New York, Berlin or Paris. The latest directory shows 170 printing establishments, 156 book publishers, 370 newspapers and periodicals, 70 type foundries and shops for making presses and other printing machinery.

Wages are very low compared with those paid in the United States, and it is difficult to realize how people can live and educate their families. More than 60,000 persons are engaged in the printing trade; more than 10,000 tons of books, periodicals and other printed

matter were shipped last year. The offices are usually in ordinary houses, similar to those used for dwellings and standing in solid blocks, while the mechanical departments are in separate structures in the interior courts. There are no large signs—only brass plates inscribed with the names of tenants. There are no skyscrapers. A great deal of the orders comes from England, France, Austria and other countries, because the mechanical work can be done in Leipzig much cheaper than elsewhere. The total sales of bound books in Germany in 1909 were about \$20,000,000, and more than half of the transactions took place at the Leipzig book fair. The most familiar objects in the streets are trucks loaded with books and paper. Every form of printing and binding is done. Some of the color work is remarkably fine.

The cost of printing, binding, lithography and engraving is about one-half what it is in the United States. Nevertheless, the business is very profitable, and there are said to be twenty millionaires among the Leipzig printers. The term millionaire means only one-fourth as much as it does in the United States, for they count by marks instead of dollars.—*The Paper Trade*.

THE BOOKS THE CANADIAN READS.

PERHAPS the most significant feature in the Canadian book world of recent years has been the amazingly large sale of sets of the great popular authors of the nineteenth century—Dickens, Thackeray, Scott, George Eliot, Macaulay, Hugo, and a score of others. The book mart has been literally flooded with these editions, imported for the most part from the United States and offered for sale at one-half or even one-third the advertised published prices. The larger booksellers of the country have held special sales of these books and have disposed of thousands of sets. As a result, the homes of Canadians have lately become better equipped with serviceable editions of the works of these famous authors.

As a rule the books are not bought for ornament but for use. There is little affectation among Canadians in this respect. Few people buy books in Canada merely for the sake of being considered fond of literature, because there would be little gained by so doing. There is no large section of the population devoted to the worship of literary culture, into whose charmed circle others might aspire to enter. Practically every volume purchased is bought for service, and thus every Canadian's library, no matter what its size, is a working library.

Canada as a whole may not buy many books, says W. A. Craik in the *English Book Monthly*, speaking of Canadian reading tastes, but, as individuals, Canadians are, on the average, as large if not larger book buyers than any other people on earth. This is to be accounted for in many ways. The most obvious reason is that, because the population is so scattered and in many portions is so sparse, other forms of amusement become limited and the people fall back upon reading to occupy their leisure hours. For many

months in the year the rural population has little to do, and even in the cities the severe winter weather confines people to their homes a great deal. The lack of the facilities provided by circulating and lending libraries in many quarters necessitates the actual purchase of books.

There is no doubt that Charles Dickens is the favorite author of the Canadian people. In every Canadian home which possesses a bookshelf, copies of some of his novels are sure to be found. Public libraries frequently require to have more than one set of his works, in order to satisfy the demand of their patrons. Of his novels, the most popular is probably "David Copperfield," with "The Old Curiosity Shop" and "Pickwick Papers" close seconds; at least, this is the experience of the Toronto Public Library, the largest and most representative institution of its kind in Canada. The popularity of Dickens in the Dominion is well attested by the fact that the Toronto Branch of the Dickens Fellowship is the largest in point of membership in the world, London apart.

Next to Dickens, of the older novelists, Sir Walter Scott claims the favor of Canadian readers, and following him is Thackeray, but neither of them ranks nearly as high as Dickens. While his great vogue is always on the ascendant, it is quite noticeable that the fame of the other two is declining somewhat. Not that they are no longer read, but their places are being taken more and more noticeably by modern writers.

Canada has really a good deal of loyalty for its own native authors, despite the fact that their work is so often of an inferior quality. Ralph Connor commands a remarkable sale for his stories, and his publisher computes that there is at least one copy of his books in every Canadian home. Sir Gilbert Parker is regarded with a good deal of pride by his fellow-countrymen, who buy his books right loyally. Robert E. Knowles has quite an extensive following. Indeed booksellers are no longer ashamed to refer to the Canadian origin of a book. They are coming to realize that the pride of Canadians in their country is beginning to embrace a pride in Canadian literature as well.

The recent fall season has witnessed the appearance of quite a galaxy of Canadian novels, all of which have done remarkably well. The most noteworthy has been Robert W. Service's first essay at novel writing, "The Trail of Ninety-Eight," a book of genuine distinction. Two other Yukon stories, "The Frontiersman," by H. A. Cody, and "The Stampeder," by S. A. White, by a strange coincidence appeared in the same season. Other fiction from Canadian pens included "The Second Chance," by Nellie L. McClung; "The Handicap," by Robert E. Knowles; "Lisbeth of the Dale," by Marion Keith; "Love of the Wild," by Archie P. McKishnie; "The Macs of '37," by Price-Brown; "The Story of Yuku," by Dorothy Dean Tate, and two or three stories of minor importance. No season has yet witnessed the appearance of so many novels in Canada, and the fact that practically all of them have

found favor in the eyes of United States publishers as well, and have been brought out in American editions, speaks for their merit.

As to the respective popularity of modern American and English authors in Canada, the testimony of the circulating libraries is to the effect that the latter are pre-eminently the more favored. Booksellers will tell you on the other hand that the sale of modern fiction as a rule favors the American novel, largely because of its more attractive garb.

The purchase of books because of their exterior appearance may be very bad logic and may seem strange to English readers, but it is none the less a tendency to be reckoned with. The brightly lithographed American "jacket" attracts the eye of the book buyer, who is in many cases a young man in search of a present for his young lady. He estimates the character of the story by the character of the jacket and makes his purchase accordingly. As a result such American authors as Robert W. Chambers, George Barr McCutcheon, Harold McGrath, Meredith Nicholson, Mary Roberts Rhinehart, etc., sell extensively over the counters of Canadian book shops. It is true of course that in a good many cases the works of English novelists reach Canada through the medium of American editions as well. During the past year, for instance, the best-selling novel in Canada, "The Rosary," by Florence Barclay, was imported from New York. And this is true of several other good sellers.

There are at least three English novelists whose work is greatly admired among Canadian readers at the present time, and who are regarded in Canada as the foremost novelists of the day. These are W. J. Locke, William De Morgan and Arnold Bennett. Their recognition has come slowly but surely, and the libraries are finding a noticeably increasing call for their various titles.

The reading of Canadians extends to history, biography, travel, theology and other branches of literature to a comparatively limited extent. The sale of such books, except in the new reprint editions which can be purchased so cheaply, is very small indeed, but it can be safely said that, owing to the ability of thoughtfully-inclined people to buy the world's classics in serviceable form at low prices, the number of readers of this class of books is steadily increasing. The libraries furnish interesting figures showing the extent to which such volumes are circulated. Roughly speaking, about twenty-five per cent. of their home circulation falls under this heading.

Who are the readers of books in Canada? Unfortunately it is impossible to say that Canada's public men indulge in anything but newspapers and blue-books. Sir Wilfrid Laurier, it is true, has an excellent library in his home at Ottawa, and appreciates good literature. He has made a close study of the lives and speeches of the great British statesmen of the past, and is well informed on English history. The Hon. Sydney Fisher, Minister of Agriculture, vindicates his claim to control the Department of Copyright by keeping up a good working library. The

Hon. Mackenzie King, Minister of Labor, is himself an author and values books. Other ministers of the crown patronize the fine Parliamentary Library on Capital Hill to a limited extent. But it is safe to say that few indeed of Canada's public men can be classed as book-lovers. In this respect they stand in marked contrast to their more versatile British *confrères*.

Nor can it be said with any degree of accuracy that the men prominent in building up the nation—the railroad constructors, the bankers, the manufacturers, and the leading professional men—are readers. If they can find time to peruse their daily papers, they consider that they have spared all they can for reading.

The readers of Canada belong to no one class, nor are they limited to any special calling. Every here and there will be found some man or woman who is cherishing a love for literature, and laying a foundation for a life of culture and refinement, which will probably not come to its full fruition until the next generation, or even later. There is at least no retrogression. Canada is pressing forward, not only towards material supremacy, but towards a fuller and deeper intellectual life as well.

BOOK BOOTH IN NEW SPORTSMEN'S SHOW.

THE new sportsmen's show, to be held March 7-13 at Madison Square Garden, New York, will have an interesting feature, a book booth. The ideals of General Manager Stephen M. Van Allen would not be realized without including the literature of outdoor sports, life and natural history which the coming exposition will signally represent. In like manner the art of our doors will be represented by an exhibition of paintings, drawings and photographs by famous artists who specialize in outdoor subjects.

This book booth is designed also to give publishers of books on any outdoor subject an opportunity to be represented in the exposition without engaging space for individual commercial exhibits. Responses from a few publishers who were apprised of the book booth plan, as a test, were immediate and favorable. The exhibition will be a scenic spectacle and a theatre of action entirely different from any attempt made hitherto at the annual sportsmen's shows.

G. P. PUTNAM'S SONS MOVE.

THIS month sees the removal of G. P. Putnam's Sons' publishing and manufacturing departments to the new building at 45th Street and Fifth Avenue, where also they will open a new retail bookstore. The ground floor and basement of the Putnam Building will house the new store, the floor immediately above being devoted to the publishing offices, the educational department, the Cambridge University Press and the offices of the Knickerbocker Press, the manufacturing side of the Putnam business.

It is to be specially noted that this re-

moval, northward in conformity with the general business movement in New York City, does not involve the giving up of their present retail store on 23d Street. This will be continued as at present, and, for the first time, unless we are mistaken, New York City will have two large, first-class bookstores under one management. The dual store will, of course, be a great convenience to the Putnam clientele.

The operations of the publishing concern of Putnam date from 1841, when the late George Palmer Putnam opened in London



THE NEW PUTNAM BUILDING, 45TH STREET, NEW YORK CITY.

the first American book house established in Great Britain. The first office of the London house was in Paternoster Row, but it was later removed to Waterloo Place.

In 1847 Mr. Putnam, returning from London, established his publishing concern at 155 Broadway.

One of the earliest publications from the New York house was Bayard Taylor's "Views Afoot," arrangements for which had been

made in London at the time of Taylor's return from the Continent.

In 1848, Mr. Putnam began the publication of the Works of Washington Irving, with whom he continued in close association, personal as well as business, until Irving's death in 1859. Sixty-two years later, the house of Putnam is still busily engaged in the printing and sale of the Works of Irving.

In 1852 was brought into publication "The Wide, Wide World," the first of the long series of stories by "Susan Wetherell"—Susan Warner.

Early in the '50's Mr. Putnam had in his hands also an edition of the novels of Fenimore Cooper. Sixty years later the imprint of the firm is still associated with the most complete and attractive library edition of the writings of this famous American.

While the house has always given special attention to publications in the department of history, the catalogue includes also important works under the headings of general literature, of science, of art, and of theology, *The Ariel Booklets*, *The Science Series*, *American Waterways*, *Crown Theological Library* and the *Theological Translation Library*, the *Connoisseurs' Library* being specially noteworthy.

In 1905 the Putnams became the American publishers for the issues of the University Press, of Cambridge, England.

In 1879 the firm resumed direct business operations in London, with quarters in King William Street. The London house is now situated in Bedford Street.

In 1882 was begun the publication of the *Story of the Nations Series*, which in 1910 comprised 70 volumes, and in 1890 the *Heroes of the Nations*, now 40 volumes. In 1884 was begun the publication of the series of *Writings of the Fathers of the Republic*. In this have been issued the works of Hamilton, Franklin, Washington, Jay, Jefferson, Monroe, Madison, Samuel Adams, George Mason, Thomas Paine, Rufus King and Abraham Lincoln. A set of the writings of Carl Schurz is now in preparation for this great series. In 1872 occurred the death of G. P. Putnam, the founder of the house. The firm was then reorganized with the three sons of Mr. Putnam as G. P. Putnam's Sons.

Since its institution in New York the firm has occupied the following quarters:

1848—155 Broadway.

1850—10 Park Place.

1853—321 Broadway.

1866—661 Broadway.

1871—Fourth Avenue and 23d Street.

1874—182 Fifth Avenue.

1881—27-29 West 23d Street.

1911—2, 4 and 6 West 45th Street (the Retail Department retaining the store in West 23d Street).

In 1889 the Manufacturing Department was incorporated under the name of The Knickerbocker Press, and in 1892 the press took possession of its new plant at New Rochelle.

Do more than you are paid to do, and you will soon be paid more for what you do.—"Shop Snap" from the Vir Pub. Co.'s *Successful Selling*.

AMERICAN PERIODICAL STATISTICS.

THE number of newspapers and other periodicals in the United States and Canada is holding its own and a little bit more, notes *Printers' Ink*, in connection with its review of N. W. Ayer & Son's authoritative "American Newspaper Annual and Directory" for 1911, which has just been issued, the net gain is 146 in a total of 24,235. No radical changes are recorded, but there is one notable exception to the general increase in the number of periodicals, viz., the monthly magazines show a net loss of forty-seven during the year, the total loss of eighty-nine distributed through New York, New England and the Western States being only partially offset by gains in other sections. Canada gained ten monthlies. The net gain in daily newspapers for the United States was five and for Canada seven.

The "Annual and Directory" itself continues to grow in size, scope and value. It contains, as heretofore, but with increasing data, the same carefully prepared list of newspapers and periodicals published in the United States and Territories, Canada, Cuba and the West Indies, with other statistics of value relating thereto, all classified by location and again by trade or other character; up-to-date description of every place in the United States and Canada where a newspaper is published, including railroad, telegraph, express and banking facilities; and sixty-one accompanying maps, carefully revised and brought down to date.

The "American Newspaper Annual and Directory" is the consolidation of the "American Newspaper Annual," which has been published by N. W. Ayer & Son since 1880, and the "American Newspaper Directory," issued by the late George P. Rowell.

There are listed altogether 24,235 publications, an increase of 146 over last year. There are shown 11,219 towns where newspapers are published, an increase of 170. Some 1573 new publications are listed. Several new lists have been added to the class publications, one of which, for example, as showing the minuteness of subdivision, gives the names of papers devoted to "New Thought."

The changes in the different classes of newspapers and periodicals, while slight, are worthy of mention. The number of daily newspapers in the United States and Territories has changed from 2467 in 1910 to 2472 in 1911; tri-weekly, from 59 to 66; semi-weekly, 610 to 617; weekly, 16,181 to 16,269; fortnightly, 57 to 55; semi-monthly, 249 to 264; monthly, 2816 to 2769; bi-monthly, 71 to 75; quarterly, 196 to 200; miscellaneous, 19, unchanged. The only losses are in the fortnightlies and in the monthlies—2 and 47.

The changes in the number of the monthlies may be further analyzed. New England shows a net loss of 12, New York 22, and the Western States 55. There are, on the other hand, net gains of 3 each in the outlying territories and the Pacific slope; 8 in the Middle Atlantic States, 9 in the South and 19 in the Middle West. The greatest loss is in the Western States and the greatest gain is in the Middle West.

In Canada, newspapers and periodicals of all classes increased from 1364 to 1429. Monthlies show an increase of from 198 to 208. There are no losses in any class.

Fifty years ago, in 1861, when the first directory was published, the population of the country was 31,641,977. It is now, roughly, three times that. The rapid increase of newspapers which Mr. Kenny considered almost beyond belief has continued, and at an accelerated rate. The daily papers in 1861 were 450 in number; to-day they are 2472; tri-weekly then 74, now 66; semi-weekly, 63, now 617; weekly, 4273, now 16,269; fortnightly, semi-monthly and monthly, 356, now 3088; bi-monthly, none, now 75; quarterly, 38, now 200.

GEORGE MEREDITH'S PUBLISHING CONTRACTS.

AMONG George Meredith items of unusual interest recently sold by the Anderson Company are the contracts he made with Chapman & Hall for the publication of his works. One contract was dated July 21, 1884, and is for his famous novel, "Diana of the Crossways." "The said company," it reads, "shall purchase from the said George Meredith, for the space of five years from the date of publication, the copyright of a novel, written by him, called 'Diana of the Crossways,' for Five Hundred Pounds." Another contract, dated June 2, 1885, gives Chapman & Hall the right to reprint five novels, viz.: "Richard Feverel," "Emilia in England," "Vittoria," "Rhoda Fleming," and "Beauchamp's Career," for seven years for \$2500, and goes on to state:

"George Meredith undertakes to provide a copy of each of the above named books, and to revise the same, preparatory to reprinting as herein proposed, to send in the first work by June 30, 1885, and to complete the revision of one of each of the remaining books at intervals of not longer than one month."

Meredith later on believed that he had good cause to complain of his publishers' acts, and in a letter, Box Hill, February 20, 1893, to Fred Chapman, he says: "You have not behaved openly and honestly in continuing to issue for a year and more the volumes of my works, which had outrun your lease of the copyright. I wanted to correct the number of scandalous printers' errors. I requested . . . the receipt for the money I paid into your hands for the copyright of 'Evan Harrington.' I have asked for it numerous times close upon eight years."

Mr. Chapman evidently tried to set himself right, but without success, for on February 28, 1893, Meredith again writes to him as follows: "It is a pitiful tale that you reveal. I will not recall incidents which pluck from you the mask you choose to wear in decency. A gentleman will call on you to treat with regard to the use of my copyrights." In a postscript he says: "With regard to 'Diana of the Crossways,' both you and Mr. Heyward are wrong in your statement of the dates. The use of the copyright was for five years. You have, therefore, been entrenching on my rights for two years."

In a renewal of the contract with Chapman

& Hall, July 19, 1893, for ten of his novels, witnessed by Frank Cole, his gardener at Box Hill, Dorking, who later became his body servant, are interesting statistics in relation to Meredith's works. In the schedule on page 5, giving the number of copies on hand of these ten novels, "Diana of the Crossways" leads with 2000 copies and 4000 printed since expiration of copyright, while "Richard Feverel" is next with 2000 copies printed after expiration of copyright.

Another contract with Chapman & Hall, July 10, 1890, was for "One of Our Conquerors," for \$5000 for publication first in the *Fortnightly Review*, and later in three-volume form. There was also a letter from Meredith to Chapman, 1892, respecting a republication of "Thackeray's Essays," in the *Foreign Quarterly*.

CHANGES IN ITHACA CORNER BOOKSTORES.

ON February 4, 1911, negotiations were consummated by which Henry G. Carpenter sold his one-half of the common stock of \$40,000 of Taylor & Carpenter, incorporated, to James B. Taylor and four of the older employees of the company. Mr. Carpenter's ill health demanded that he relieve himself of the indoor confinement.

The four employees are: George E. Houghton, who has been with the firm twelve years, and has grown up in the stationery and engraving department; Grover C. Barnum, with twelve years' experience, the bookman and in charge of the branches on Eddy Street and in Sheldon Court; Louis D. Neill, who has direction of the art department, and Howard B. Hollister.

The entire organization, as heretofore, will be under the general direction of Mr. Taylor, whose methods have given him an enviable standing at home and among bookmen and publishers.

The original and principal of these corner bookstores, at one of the business four corners of the village, State and Tioga Streets, was established in 1868 by James B. Taylor, Sr. He erected the building, opened the store and conducted it until 1878, when he sold both building and store to Dudley F. Finch. In 1896 Mr. Finch sold the business to Taylor & Carpenter. In 1909 the co-partnership of Taylor & Carpenter became an incorporation.

The goodwill of the company has grown to be a large asset. Its tangible property comprises the goods in the three stores and an engraving and embossing plant, with ten presses, giving employment to between thirty and forty persons.

They have correspondents in nearly every country on the face of the globe, owing to student relations, and are known as one of the most progressive smaller city bookstores.

PRINT COLLECTORS' QUARTERLY.

A NEW magazine, to be known as the *Print-Collectors' Quarterly*, and devoted to the works of the great masters of engraving and etching, both old and modern, will be launched

in New York on February 25 by Frederick Keppel & Co.

The quarterly will measure four and three-quarters by seven inches, will be fully illustrated and bound in gray paper covers. The February number will contain sixty-two pages and forty-five illustrations, and will be devoted to the etchings by Haden, Whistler, Meryon, and Cameron from the Tracy Dows collection, recently purchased by Frederick Keppel & Co.

COMMUNICATIONS.

BOOK POSTAGE VS. MAGAZINE POSTAGE.

NEW YORK, February 20, 1911.

To the Editor of *The Publishers' Weekly*.

DEAR SIR: I believe that the following principles may be considered established beyond serious argument:

1. That the Government should so conduct the affairs of the post office that it should be run without a loss and on the other hand without any considerable profit.

2. That no considerable class of mail matter should be carried at such a rate that its handling will prove a loss to the post office, and, on the other hand, that no considerable profit will obtain from handling any considerable class of mail matter.

The last of these two principles has nothing to do, it seems to me, with such questions as the rural delivery or the parcels post, which the magazines have cited in their defense, but which belong in an entirely different category, because they affect the country as a whole, and which may reasonably be established and carried on whether by so doing the postal service makes a loss or a profit out of such measures.

If the principle set down as No. 2 above is departed from, and it should be decided to still continue to carry magazines at much less than the cost of distributing them, because of the alleged educational and other good influences that magazines are supposed to have, then, in that case, the Government should also handle other classes of material in the same way.

Notably there should be added to the class of matter which is carried at less than its cost to the Government all books which are at least as valuable to the public from the educational point of view as magazines, and which are now carried at a rate which is prohibitive when compared with the rate charged for magazines.

All publishers and distributors of books have felt very seriously the competition of the popular magazines, and most of the different classes of books have decreased in sale (some classes of books have been totally exterminated) because of this competition of the popular magazines, and the classes of books which have not decreased in sale because of the competition of the popular magazines, even these classes have failed to increase in sale correspondingly to the growth of the country in intelligence and population.

Thousands of book printers, book binders, publishers and booksellers have serious cause to complain of the action of the Government in discriminating in favor of the magazines,

and against books, in the postal charges for the distribution of publications.

It is my opinion, and the opinion of many of those engaged in the above trades with whom I have spoken, that the charge for postage for magazines should be increased to a rate which would cause them to be carried without loss to the post office, and that the new rate for magazines should be the same as that which is charged for the distribution of books.

In other words, there can be no question whatever that the rate on magazines is too low, and that the present rate on books is too high, and that the one should be advanced and the other reduced, until both pay precisely the same rate of postage.

Yours very truly,

GEORGE P. BRETT.

TRADE ASSOCIATIONS.

THE STATIONERS' BOARD OF TRADE.

THE twenty-seventh annual banquet of the Stationers' Board of Trade will be held at the Hotel Plaza, New York City, on the evening of Tuesday, March 21, and promises to be more successful than any previous one. The committee of arrangements is composed of gentlemen widely experienced in such affairs, and has given much attention in securing speakers who will add greatly to the pleasure of the evening. While the committee will not at present announce the names of those already secured, it assures those who attend will not be disappointed in the intellectual programme provided. Tickets can be procured at \$6.50 each from the Stationers' Board of Trade, 97-99 Nassau Street, New York City, P. O. Box 615.

AMERICAN BOOKSELLERS' ASSOCIATION.

THE following is the outline of the programme of the eleventh annual meeting of the American Booksellers' Association, to be held in New York May 9, 10 and 11:

Monday evening, May 8.—Informal reception and welcome to visitors by officers.

Tuesday, May 9, 10 A.M.—Convention opens; 2 P.M., excursion to Doubleday, Page & Co.'s new model plant at Garden City, Long Island.

Wednesday, May 10, 10 A.M.—Regular session; 2 P.M., regular session.

Thursday, May 11, 10 A.M.—Regular session; 2 P.M., "Seeing New York" trip; 6.30 P.M., banquet.

Headquarters—"The New Astor."

There will be a meeting of the Eleventh Annual Banquet Committee of the American Booksellers' Association, held at the office of the Association, Room 63, 27 East 22d Street, on Friday afternoon, February 24, at 4 P.M. It is requested that those who are able to come to the meeting will attend promptly.

OBITUARY NOTES.

ALICE MORSE EARLE.

MRS. ALICE MORSE EARLE, whose books on old costumes, antique china and furniture, and gardens of a bygone day are authoritative, as well as charming, died Wednesday in her

fifty-eighth year at the home of her son, Alexander Morse Earle, at Hempstead.

Mrs. Earle was born in Worcester, Mass., on April 27, 1853, and was graduated from the Worcester High School in 1868. She married Henry Earle, of Brooklyn, in 1874, and their home for many years has been in Brooklyn. She was a member of the Colonial Dames and the American Historical Association, and in her books she lifted the veil from bygone days by untiring patience in original research, and her magic touch in treating things that had been dead and forgotten these many years made her very popular. Among her best-known volumes are: "The Sabbath in Puritain New England," "China Collecting in America," "Customs and Fashions in Old New England," "Life of Margaret Winthrop," "Diary of a Boston Schoolgirl," "Costume of Colonial Times," "Colonial Dames and Goodwives," "Old Narragansett," "Colonial Days in Old New York," "Curious Punishments of Bygone Days," "Home Life in Colonial Days," "Child Life in Colonial Days" and "Stage Coach and Tavern Days." Mrs. Earle was also part author of "Early Prose and Verse," "Historic New York," "Chap Book Essays," "Old-Time Gardens," "Sundials and Roses of Yesterday," and "Two Centuries of Costume in America."

STEPHEN W. TILTON, an old-time Boston publisher, who after an illness of several days died Tuesday at his home in Brookline, Mass., was the son of the late John G. Tilton and Mary Ann (Hanson) Tilton, and was born in Newburyport on April 16, 1833. After attending the public schools there, he lived for a time in Salem, and later moved to Boston to enter the employ of the old-time publishing house of Crocker & Brewster. He left their employ to go into business with his elder brother, John E. Tilton, under the firm name of J. E. Tilton & Co., publishers, 161 Washington Street. After the death of his brother he established himself in business under the title of S. W. Tilton, and located on Temple Place, where he published numerous books on art, painting, household decoration, etc., and also dealt in artist supplies. On May 7, 1866, Mr. Tilton was married to Frances G. Tilton, daughter of the late John and Mary (Sumner) Tilton. Mr. Tilton retired from active business several years ago, and for the past six years had resided in Brookline. He is survived by his widow and one son, Willis P. Tilton; also a brother, Hubbard W. Tilton, and two sisters.

ARCHBISHOP PATRICK J. RYAN, of the archdiocese of Philadelphia, died at his residence in that city February 11, aged seventy-nine. He was born in Thurles, County Tipperary, Ireland, and studied at Carlow College. He came to this country in 1852, and was made professor of English literature in Carondelet Theological Seminary, St. Louis. In 1853 he was ordained priest. President Roosevelt appointed him, in 1902, a member of the Board of Indian Commissioners to succeed Bishop Whipple. From the University of Pennsylvania he received the degree of LL.D. He was the author of "What Catholics Do

Not Believe" and "The Causes of Modern Religious Skepticism."

NOTES ON AUTHORS.

JULIAN HAWTHORNE has just returned to his home in New York City from a three weeks' sojourn in Cuba.

DR. S. WEIR MITCHELL, physician, author and naturalist, celebrated his eighty-first birthday at a family dinner in Philadelphia on Wednesday. His new book, "John Sherwood, Ironmaster," will appear in June.

MRS. MARY WILKINS FREEMAN is now in Atlantic City, slowly recovering from an attack of the grip. For a time Mrs. Freeman has put aside all literary work. Her latest novel to be published was the prize story, "The Shoulders of Atlas."

MRS. MARGARET DELAND, having finished "The Iron Woman," now appearing serially, has gone to the West Indies, where she will take a complete rest before attempting any more literary work. "The Iron Woman" has taken over three years of Mrs. Deland's time and is a novel of more than usual length.

WORD was received early in the week that Jack London, the novelist, was arrested at Calexico, Cal., charged by the United States authorities with having violated the neutrality laws. With him is Simon Berthold, Mexican insurgent leader. London has been in Mexico and on the border for some time.

MRS. ATHERTON, who has been spending some months in New York, sailed this week on the "Adriatic" for England. She expects to spend some little time in London and at various English country houses, after which she will go to Munich for a month of the opera, and may then possibly work on a new book which she has in mind. Mrs. Atherton's play, "Julia France," will be produced in this country by the Fiskes in the autumn.

At the recent suffrage bazar in New York, where William Dean Howells in an autographed copy of "My Mark Twain" declared himself for the cause, Don C. Seitz did not commit himself quite so completely. The author of "Discoveries in Every-Day Europe" (Harper & Bros.) presented to the committee a copy of his latest book, "Elba and Elsewhere," in which he wrote: "When women get their rights will they please remember ours. Don C. Seitz."

AMÉLIE RIVES has gone from Castle Hill, her Virginia home in Albemarle County, to New York, where she will spend the remainder of the winter. Her last novel, "Pan's Mountain" (Harper & Bros.), has scarcely reached the public when she comes forward as a playwright. Mrs. Patrick Campbell, who read the play some time ago, has obtained the dramatic rights. It is called "Kid Faun," and was presented February 17. It is in no sense a dramatization, although the spirit of paganism in "Pan's Mountain" suggests the character of the faun in the play, which is laid in one scene, but will take nearly an hour in presentation.

PERSONAL NOTES.

CHARLES C. OTIS, formerly of the H. H. Otis Book Co., Buffalo, N. Y., and recently with the Presbyterian Board of Publication, New York City, has taken a position with the Lutheran Publication Society, 1424 Arch Street, Philadelphia.

E. HERRICK BROWNE on February 11 resigned his office of president of the Brown & Lyon Co., Ltd., of Honolulu, and sold his interest to Halliday Witherspoon. Mr. Brown will continue his law book business, and will announce later his intentions for the future.

HENRY A. BEEBE, of the Edward P. Judd Company, New Haven, Conn., sailed for Germany February 11, to place orders and make purchases of goods for the coming season. His firm will publish the authorized souvenir postal of the new Taft Hotel, now in process of construction, and which will cost a million dollars or more.

ALBERT B. FIFIELD, manager of the E. P. Judd Co., New Haven, will be one of the guests at a dinner given by President Taft to his classmates of Yale, '78, at the White House, the evening of March 4, the second anniversary of his inauguration. It is expected that about seventy-five members of the class will be present from all parts of the country.

LITERARY AND TRADE NOTES.

THE DIAL COMPANY call attention to their "Books of the Month," an envelope size book bulletin, which, during 1910, was furnished in imprint lots to 300 booksellers in 191 cities.

DOUBLEDAY, PAGE & Co. publish this week "The Vanity Box," by Alice Stuyvesant, a story of peculiar mystery and crossed love; and "The Immortal Lure," by Cale Young Rice, a volume of four plays.

MOFFAT, YARD & COMPANY announce the sixth large edition of Kauffman's "The House of Bondage." This is the fourth since Christmas, a remarkable record for any novel, particularly one avowedly written with a purpose.

THE J. S. OGILVIE PUBLISHING COMPANY announce that they have a full list of the books of Laura Jean Libbey, of which over two million copies have been sold in the paper binding. They also have more than twenty of the novels bound in cloth.

MARTINUS NIJHOFF, the well-known Dutch publisher, announces an important contribution to the history of typography in Wouter Nijhoff's "L'Art typographique dans les Pays-Bas (1500-1540)," an extensively illustrated folio volume.

HARRY DE WINDT's "Finland as It Is," recently published by Duttons, notes that in that remote country "booksellers are legion, for the Finn is a great reader." Dickens "always holds his own, and of American authors Mark Twain is the most popular."

THE BAKER & TAYLOR COMPANY announces that owing to illness of Professor Frothing-

ham, who is completing the work on the last volume of Sturgis's "History of Architecture," the publication of the book will be somewhat delayed.

ADVANCE orders completely exhausted the first edition of "Me-Smith," by Caroline Lockhart, before publication day, and the Lippincotts announce that a second edition will be ready this week. The eighth large edition of "Routledge Rides Alone" has just been put in press by the same publishers.

"THE CHEMISTRY OF FOOD AND NUTRITION," by Henry C. Sherman, professor in Columbia University, recently published by Macmillan, will appeal not only to specialists in the subject, but to every well-informed general reader. There are chapters on such vital topics as "The Fuel Value of Food," "The Energy Requirement of the Body," "Food Habits and Dietary Standards" and "Economy of Food."

AMONG the new books for Lent from the list of Thomas Whittaker, Inc., there are to be noted "The Longer Lent," by the Rev. V. R. Lennard; "Common Failings," by the Rev. J. H. Williams; "Sign Posts in the Way," by the Rev. L. M. Dalton; and "The Women of the Passion," by the Rev. T. W. Crafer, the last named being a series of addresses for Holy Week, based upon the women characters in evidence in the record of events at that time.

ABOUT \$16,000 worth of valuable furniture was stolen from the summer residence of Henry Holt, the publisher, at Premium Point, New Rochelle, Conn., and so far only \$10,000 worth has been recovered from junk and second-hand furniture dealers. The thefts were committed through a period of many months, since the house has been closed for several seasons, by the care taker, for twenty years a trusted employee. It is thought that the latter has become partially unbalanced.

LITTLE, BROWN & COMPANY have two new novels: "How Leslie Loved," by Anne Warner, containing the entertaining record of the flirtations of a young and charming American widow, as she visits in England and German country houses or stays in Paris; and H. B. Marriott Watson's "Alise of Astra," a romance in which the action takes place in the little principality of Eisenburg, where a question of the succession divides the country. A young Englishman finds himself quite unwittingly a storm centre for both parties, and thereby hangs the tale.

BRENTANO'S announce "The Doctor's Dilemma," "Getting Married" and "The Shewing-Up of Blanco Posnet," by Bernard Shaw, three plays in which the author once again presents himself as the realizer of ideals. In "The Doctor's Dilemma" it is the medical profession that is the object of his satire. In "Getting Married" it is our marriage laws that are lashed by his wit; but it does more, it provides a fine lay sermon for every true-hearted woman. In "Blanco Posnet" an answer is given to the deepest questioning of the human mind.

HOUGHTON MIFFLIN Co. publish their first spring books to-day: "Robinetta," a British-American romance by Kate Douglas Wiggin, Mary and Jane Findlater and Allan McAulay, authors of "The Affair at the Inn;" "Cathedrals of Spain," a handsome book for tourists and architects by John A. Gade, a prominent New York architect; "The Soul of the Indian," by Dr. Charles A. Eastman, one of the most prominent representatives of the Indian race in America; "Diminutive Dramas," by Maurice Baring, author of "Dead Letters;" "Reminiscences of the Geneva Tribunal of Arbitration, 1872," by Frank W. Hackett, who was private secretary to Caleb Cushing, the senior American counsel; and Charles D. Stewart's story of life on the Missouri and Mississippi Rivers, "Partners of Providence," which has been taken over from the Century Co.

ON March 4 Henry Holt & Company will issue "Some Forerunners of Italian Opera," by the brilliant critic of the New York *Sun*, W. J. Henderson, whose various books on music are well known both here and in England. Some details of this book have already been given. At the same time the same house will issue a rather unusual book by Helen R. Albee, already favorably known for her "Hardy Plants for Cottage Gardens" and her "Mountain Playmates." The new book takes its title, "The Gleam," from Tennyson's poem, "Merlin and the Gleam" and might be called a spiritual autobiography. It explains a way of attaining spiritual perceptions and knowledge, but is nevertheless said to be both direct and practical. At the same time the same house will bring out a new library edition of Professor Charles D. Hazen's "Europe Since 1815," which, although originally intended for a text-book, has proved to have so much of general interest that the publishers have yielded to this request for it in a newer form; also new popular one-volume editions for travellers of Miss Clara Crawford Perkins's "French Cathedrals and Chateaux" and her "Builders of Spain."

DODD, MEAD & COMPANY published yesterday the following books: "Mother," by Jules Eckert Goodman, a touching story of mothers' love which as a play has already achieved remarkable success; "Alarms and Discursions," a new volume of essays by Gilbert K. Chesterton; "The Patient Observer," a volume of essays by Simeon Strunsky; and "How to Visit the Great Picture Galleries," a guide book by Esther Singleton. Dodd, Mead & Company will begin shortly the publication of a handy volume series of the librettos of standard operas. The volumes of this series will be of attractive format, bound in flexible covers, and will be suitable either for the library shelf or the pocket. Each volume will be edited, with biographical and critical introduction, by W. J. Henderson, the well-known musical critic of the New York *Sun*, and author of several musical works of importance and distinction. In most cases new translations, made especially for this series, will be printed with the original text, and a special effort will be made to combine accuracy of translation with clear and readable

English. The series will begin with "Aida," to be followed shortly by "Carmen," "Tristan and Isolde," and "Die Meistersinger." Other volumes will be added to the series from time to time.

CHARLES SCRIBNER'S SONS are bringing out some very important theological books this season. First upon the list, perhaps, should stand the third volume of the famous "Encyclopedia of Religion and Ethics," which James Hastings is editing and which when finished will contain an account of all the beliefs and customs which belong to religion and ethics throughout the world, together with articles on the religions themselves or on the nations professing them, each written by a scholar on that particular religion or country. There is also to appear a new volume in the "Studies in Theology" Series: "History of Christian Thought from the Reformation to Kant." Its author, Dr. A. C. McGiffert, Professor of Church History in the Union Theological Seminary, is the first American to contribute to this series, for which such distinguished Englishmen as Arthur Samuel Peake, D.D., in his "A Critical Introduction to the New Testament," the Rev. Hastings Rashdall, in his "Philosophy and Religion," the Rev. William Inge, D.D., in "Faith and Its Psychology," the Rev. James Orr, D.D., in "Revelation and Inspiration," and the Rev. William Cunningham, D.D., in "Christianity and Social Questions," have written. Other religious publications include: "A Biblical Geography and History," by Charles Foster Kew, Ph.D.; "John the Loyal, Studies in the Ministry of the Baptist," by A. T. Robertson, D.D.; and "The Messages of the Poets," by Professor Nathaniel Schmidt, Ph.D., of Cornell University—the 11th volume in the "Messages of the Bible" Series of handbooks.

THE BOBBS-MERRILL COMPANY announce a series of prizes aggregating \$500 in a book review contest for Vaughan Kester's new novel, "The Prodigal Judge," which they publish March 11. The following well-known literary men have consented to act as judges in "The Prodigal Judge" review contest: William Lyon Phelps, Professor of English Literature at Yale University; John S. Phillips, editor of *The American Magazine*; William Allen White, author of "A Certain Rich Man," etc. The judges will have entire power and absolute discretion in determining which are the best reviews. The contest is open to any person regularly on the staff or in the employ of a periodical, a newspaper or a magazine in the United States or Canada. A copy of "The Prodigal Judge" will be furnished by The Bobbs-Merrill Company on application to any such person without charge. All reviews submitted in the contest must be printed on or after March 11, and be mailed on or before April 11 to the Prize Editor, The Bobbs-Merrill Company, Indianapolis, Ind. Every review submitted must have been printed in some periodical, newspaper or magazine before it is offered for consideration. Contestants must send to the above address, on or before April 11, either a copy of the paper, or a copy or advance sheets

of the magazine, with the review marked, or else the review clipped from the paper or magazine in which it originally appeared, the clipping showing the date and name of the paper or magazine. No reviews in manuscript will be considered. The review should be accompanied by a note from its author, giving his name and address. There is absolutely no restriction as to the length or brevity of the review, which may be just as long or just as short as the reviewer pleases. It makes no difference whether it contains twenty words or twenty thousand.

PERIODICAL NOTES.

JOHN ADAMS THAYER, formerly of *Everybody's Magazine*, has purchased *The Smart Set* outright from Colonel W. D. Mann. It has been rumored for some time that the transaction would take place, and these reports have been especially persistent since Mr. Thayer's recent return from a protracted stay abroad. A new company, to be called the John Adams Thayer Corporation, Publishers, is in process of formation. For the present *The Smart Set* will be the only publication issued by the new corporation.

BUSINESS NOTES.

EUGENE, ORE.—John B. Coe is getting ready to open a new book and stationery store.

EVANSVILLE, IND.—J. F. Richardson has sold his bookstore to William E. Hart.

LOUISVILLE, KY.—The Dearing Book Shop, with a capital of \$50,000, divided into shares of \$100 each, has filed articles of incorporation.

NEW YORK CITY.—The Interborough News Company, Manhattan, has incorporated to do a printing and publishing, stationery, and general newspaper and magazine distributing business; capital stock, \$150,000. The incorporators are R. S. Sloan, J. Meyer and C. A. Kratt, New York City.

NEW YORK CITY.—Barse & Hopkins, art and book publishers, are moving into larger manufacturing quarters at 526 West 26th Street, doubling their capacity. They have made great strides with their art novelty lines, and a larger factory was imperative.

NEW YORK CITY.—Lester H. Lewis, dealer in law books at No. 108 Fulton Street, has made an assignment to Harold D. Watson.

BIBLIOGRAPHICAL NOTES.

RECENT NEW AND SECOND-HAND CATALOGS.

Houghton Mifflin Company, Boston, Important books on religion. (*Riverside Bulletin*, Feb., 12 p.)

George P. Humphrey, antiquarian bookseller, 65 Spring St., Rochester, N. Y., Publications of the Genesee Press and the Manas Press, Rochester, theosophical booklets, etc. (4 p. 8°.)

T. Werner Laurie, Clifford's Inn, London, Dainty gift books, chiefly illustrated. (32 p. wide 16°.)

G. Lemallier, 25 Rue de Chateaudun, Paris, Military costume, Abyssinia, Egypt, Cornneille, Molière, Voltaire, Russia, etc. (No. 231, Jan., 1911, 523 titles.)

Libreria Antiquaria Internazionale, 9 Via Crescenzo, Rome, Italy, Miscellaneous antiquarian publications. (No. 9, 315 titles.)

C. F. Liebeck, 442 E. 67th St., Chicago, Americana and miscellaneous; books perfect and in good second-hand condition. (No. 11, 433 titles.)

Maggs Bros., 109 Strand, London, First editions of the works of esteemed authors and book illustrators of the 19th century, sports and pastimes, etc. (No. 264, 1672 titles.)

Henry Malkan, 42 Broadway and 55 New St., N. Y. City, Miscellaneous, including rare and unusual books. (No. 45, Feb., 699 titles.)

Martinus Nijhoff, Lange Voorhout 9, The Hague, Newest miscellaneous acquisitions, with exhaustive descriptive notes. (72 p. 683 titles.)—More important Dutch books of recent date. (58 p. 16°.)

C. E. Rappaport, Via Bocca di Leone 13, Rome, Incunabula typographica, printed in Italy, described with care and accompanied by full bibliographic notes. (68 p. 144 titles, also list of editions classified according to Hain and Copinger, 6 p.)

Ludwig Rosenthal's Antiquariat, Hildgardstrasse 14, Munch, Germany, Deutsche Länder und Städtegeschichte mit Anschluss von Bayern. (History of German country and cities, with exception of Bavaria.) (No. 144, 3652 titles.)

PICK-UPS.

DISPOSED OF A GOOD MANY THINGS.

(From a popular novel.)

She dropped a hint.
She dropped her eyes.
Her face fell.
She flashed him a glance.
She threw him a kiss.
Her hands fell.
She flung her voice at him.

LENGTHY.

He came out of the public library and sat down on a bench in the neighboring park. Opening a book he began to read. A friend came up and hailed him.

"Hello, Bill," said the friend, "been getting a new book from the library?"

Without taking his eyes from the page Bill replied: "No, I ain't been getting a new book. I've been getting this old one renewed for two weeks more."

"What book is it?" pursued his friend.

"'Lay Miserables,'" responded Bill, with dogged determination, "and I'll finish it if it kills me!"

"Victor Hugo, hey?" continued the friend; "do you like his books? Ever read any others by him?"

Bill stopped reading and looked at the other man, with eyes and mouth wide open.

"My God!" exclaimed Bill, "do you mean to tell me this man ever had time to write any others?"

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tion book makers. General printers. Twenty-five
composing machines, forty presses. Complete
electrotype and stereotype foundries and binderies.

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St., Boston, undertakes all classes of printing which
demand fine types, good press work, accurate proof-
reading and tasteful, simple typographic treatment.

The Norwood Press, Norwood, Mass.
J. S. CUSHING Co., Composition and Electro.
BERWICK & SMITH Co., Presswork
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The Plimpton Press, Norwood, Mass., New York
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N. W., Cleveland, O. High grade book and magazine
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types.

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land, Printers from movable type in every known
language of the world—Ancient or Modern.

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N. Y. Scientific Textbook work—from manuscript
to bound book—and plate alterations a specialty.

Half Tone Press, Ltd., 326-328 West 41st St., N. Y.
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gress St., Boston. Book Composition, Electro., and
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Stanhope Press, F. H. Gilson Company, 54-60 Stan-
hope St., Boston. Music Books, Mathematical Books,
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Egerton's Discords. Roberts, 1894.

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Whitehead, Railway Auditor. N. Y., 1902.
Guide officiel de navigation intérieure, Paris, 1903.
Speeches on Interstate Commerce Act.
N. Y. Railroad Investigation, 1879, v. 4 of testimony, pages 4037 onwards.

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Holbach's System of Nature.
Howe's History of Virginia.
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Kane, E. K., Arctic Explorations, the Second Grinnell Expedition. Philadelphia, 1856.

Kane, The U. S. Grinnell Expedition. New York, 1854.

McClintock, Narrative of the Discovery of Fate of Sir John Franklin. London, 1858.

Schley and Soley, The Rescue of Greeley. 1886.

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Ball's Story of the Heavens.

Musical Courier, July 20, 1910.

Harvard Monthly, vol. 41, nos. 1, 2, 3, Oct., Nov., Dec., 1905.

House Beautiful, vol. 1, no. 1, Dec., 1896.

The Mineral Industry, vol. 6.

National Geographic Society, vol. 3, no. 2, May, 1890.

Critic, vol. 1, N. Y., 1881.

Dial, Chicago, vols. 9 and 11.

Educational Review, vol. 20, no. 4, Nov., 1900;

vol. 28, no. 4, April, '02.

Architectural Record, vol. 1, pt. 1.

Brush and Pencil, vols. 1-7.

Charities, vols. 1-5.

Christian Register, Sept. 24, Dec. 17, 1903.

Cornhill Booklet, vol. 3, nos. 2, 3.

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Illus. London News, Amer. ed., Jan. 1, 15, 22, 29, Feb. 12, 26, 1910.

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Booklovers' Magazine, no. 18, Emerson no., 1903.

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Forbes, Field Tables to Lepidoptera. 1906.

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The *Synagogue in Imitation of Mr. George Herbert*. London, 1640.
Chata and Chinita, by L. P. Heaven.
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Reese, L. W., *A Quiet Road*. Houghton Mifflin.
Mystic Rose. Macmillan.

Fitzgerald & Co., Holyoke, Mass.

The *Egoist*, maroon cl., Constable, London Pub.

Buchhandlung Gustav Fock, G. m. b. H., Leipzig, Germany.

Child, *English and Scottish Ballads*, large ed.
Kershaller, *Exam. of Pacific Ocean*, Mem. of Museum of Compar. Zoology, 26, no. 1; 23, no. 1.
Flint, Contrib. to Oceanography.
Pettersen, *Chesapeake Bay*.
American Newspaper Directory.

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Encyclopædia Mechanica. Scranton Correspondence School.
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Holmes, *Missions of United Brethren*.
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Newton, *Dictionary of Birds*.
Kinloch, *Large Game Shooting in Thibet*.
White, *Voyage to N. S. Wales*. Lond., 1790.
Paine, *Amer. Crisis*. London, 1817.
Phil. Residential Directory, 1861 and '91.
Cope, *Batrachia of N. Amer.*, U. S. N. M. Bul. no. 34.

Free Public Library, Jersey City, N. J.

Daily News, War Correspondence, 1877.
Fergus, *Carrison's Gift*.
Ulbach, *Steel Hammer*.
World's Work, Oct., 1909.
Yule, *Instruction in the Use and Development of the Memory*.

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Scientific American, vols. 64, 65, 98-102 incl.
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Porter E. Belden, *New York*, etc., 8°. 1849.

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Dorman, *Origin of Primitive Superstitions Among the Aborigines*.
Historians' *History of the World*, ed. by H. S. Williams, 25 vols. Outlook.
Narcissus, by G. W. Carryl, illus. by Gorguet (*Scribner's Mag.*).

Wm. J. Gerhard, 4209 Callowhill St., Phila., Pa.

Jordan and Evermann, *Fishes No. Am.*, 4 vols.
Reports of Mass. Board of Health, 1900, '02, '04, '10; also 1909, '10 separately and future issues.
Corney, *Dictionary of Chemical Solubilities*.

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Butler, Poetical Works. L., B. & Co.
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Macmillan.
Romanes Lecture for 1909.
Tiele, Science of Religion. Scribner.

L. B. Herr, 112 North Queen St., Lancaster, Pa.

A Catechism of Grecian History from the Earliest
Times to Period When Greece Became a Royal
Province, by C. Irving. Pub. by Collins & Han-
nay, 1831.

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Lewiston, Me., Directory, 1864.
Mines of Maine, Bartlett.
Northmen in Maine, De Costa.
New England Historical and Genealogical Register,
vol. 20.
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Barr, The Pilgrim Scrip. Roberts Bros.
Hewlett, Pan and Young Shepherd. 1898.
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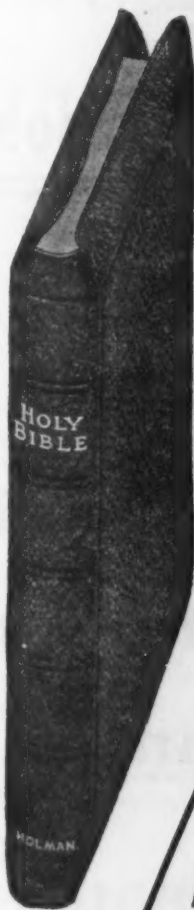
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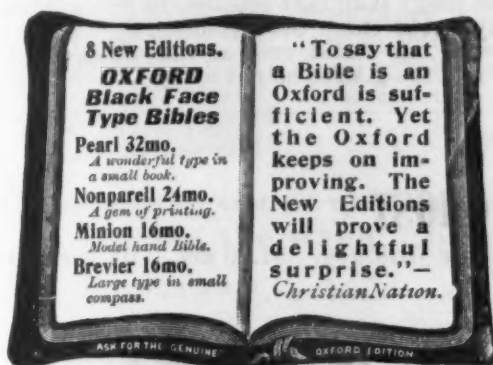
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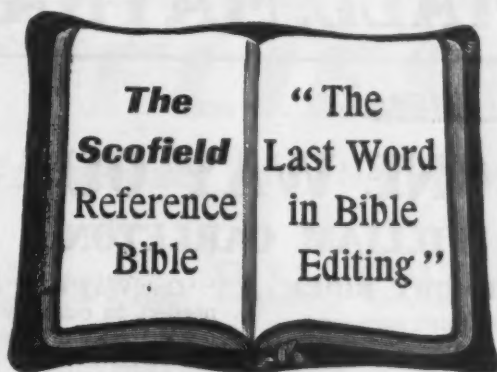
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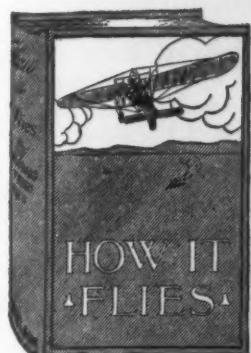
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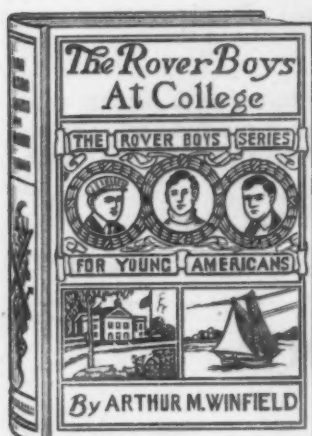
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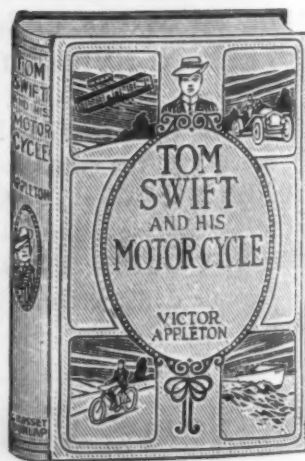
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O H, the blood in my veins is like wine, ruby wine,
Where the clear bubbles sparkle and dance,
Like a fluid that's gathered and pressed from a vine
Of the vineyards of fair, sunny France.

Betimes it is cool as the dawn, and as quiet
As low, shady pools on a fair summer day.
Again 'tis as mad as the simoon, as riot
As rapids and rocks in a river at play.

* * * * *

I've a toast for you, dear, and a bumper of wine.

'Twill be luscious and sweet to your lips,
'Tis mellow and old and its flavor divine
As the nectar the god Bacchus sips.

When you taste the first sip, you will wonder
and smile,

Then a dim haze will shroud you, a dream
Will steal o'er your senses, the fluid the while
Will thrill you with sweet savage madness,
you'll seem

To be drifting away over flowers, and fern,
On the stream of the fair summer weather,
Then close in your arms, as our wild kisses
burn,
We will float up in cloudland together.

Till like Babel of old we will soar up so high,
Heaven's gates will at last open wide
And for one sweet moment, dear heart, you
and I
Will enter and revel inside.

Then at length, downward, down, slowly downward we'll sink
And alight on some violet-grown steep,
Then languid and calm and all sated with
drink,
We will quietly drift off to sleep.

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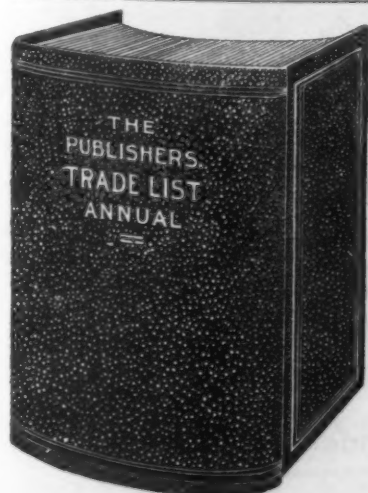
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